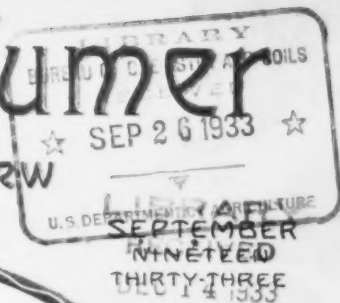


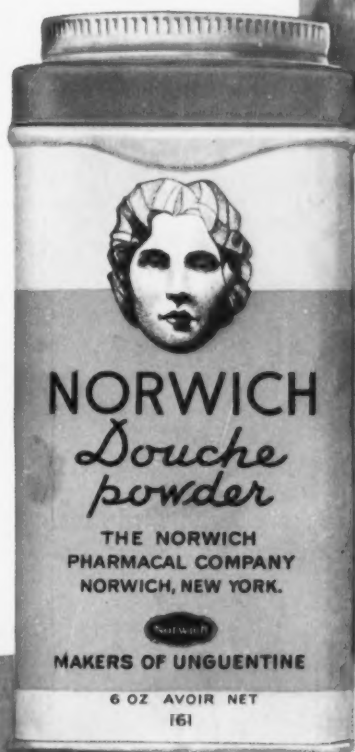
The American Perfumer

and Essential Oil Review

PERFUMER
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NEW YORK



U.S. Department of Agriculture



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12
+
7

See also page 9

AMERICAN CAN COMPANY

CANCO

The **NACO** Line

M. NAEF & CO.

GENEVA
SWITZERLAND

NACO Amber No. 879

\$7.50 pound

A new and inexpensive version of this indispensable character for Oriental odors—very sweet and lasting.

NACO Floris No. 495

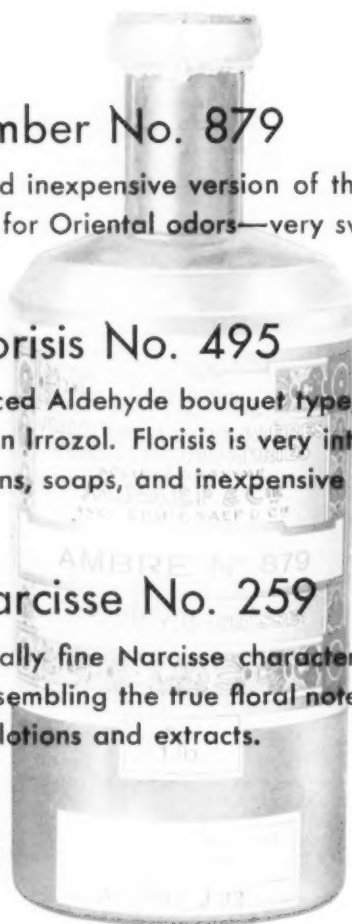
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A low priced Aldehyde bouquet type, resembling our well known Irrozol. Floris is very interesting in powders, lotions, soaps, and inexpensive extract types.

NACO Narcisse No. 259

\$7.00 pound

An especially fine Narcisse character; tenacious and closely resembling the true floral note. Use in creams, powders, lotions and extracts.



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The
American Perfumer
and Essential Oil Review

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VOL. XXVIII

No. 7

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AWARDS FOR MERIT

The Guggenheim Medal



This advertisement is one of a series presented by the American Commercial Alcohol Corporation in the belief that the outstanding awards in all fields of endeavor are of universal interest.

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The American Perfumer

and Essential Oil Review

SEPTEMBER, 1933



Established 1906

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Vol. XXVIII, No. 7

Retail Code Facing Difficulties

*Conflicting Interests May Bring Considerable Delay
or a Code Promulgated by the President*

by C. W. B. Hurd

WASHINGTON, Sept. 17.—Despite the original Labor Day "dead-line" on industrial codes, this date finds the retail code still in a chaotic state, which threatens to be intensified rather than clarified when the code is promulgated, and virtually nothing done officially on the manufacturing codes planned for the toilet article and affiliated industries.

Of necessity, this report is only a partial one, although delayed until the last possible moment, but it is hoped that in a review of the various factors that so far have entered into the formulation of the retail codes readers of THE AMERICAN PERFUMER may find the material essential to guide themselves in the inevitable actions to come.

The retail code may be promulgated within a very few days or it may be delayed for some weeks. Its issuance depends, first, on how long will be required to bring together all the diverse interests affected by the retail code, and, second, by the attitude of General Hugh S. Johnson, Administrator of the N. R. A., who at any moment may decide to advise President Roosevelt to promulgate the code and thus precipitate the discussions over it into the open before a formal board of review. At the moment best information is that the price fixing provisions will cause some delay.

Manufacturing Codes to Wait

As for the manufacturing codes, and particularly the one presented by the A. M. T. A., their consideration awaits the clearing away of the retail code and a host of work connected with the so-called basic industrial codes which at this time is keeping the entire N. R. A. staff constantly occupied.

Formulation of the retail code has brought about the public realization that the retail business is divided into several basic parts, of which the retail drug business is among the largest, being companion to the department store. So great are these two groups that the thousands of other types of business that would be affected by the retail code are completely lost sight of at this time.

Clash on Price Control

And the retail drug business has been shown in recent days to have within it exactly the same division as the department store group—what has become almost a heated clash over the question of price fixing, or "price control," as some prefer to call it.

However, it is evident that the retail drug groups are coming more and more into a united front, and on basic matters the Drug Institute of America and the National Association of Retail Druggists are described by N. R. A. officials as being not only in harmony but quite willing to do all they can to cooperate with the N. R. A.

The most bitter fight is reported on good authority—although officially such matters are not discussed—to be transpiring in the department store group, between large establishments that have built up their clientele through advertising claims of prices consistently lower than their competitors' and the larger group of stores which use a normal mark-up in setting their retail sales prices.

The department-store division of course has an important bearing on the well being of manufacturers of toilet articles, because of the large volume of sales of these products by department stores.



Then, too, the same factor enters into the retail drug trade in a manner familiar to every reader of *THE PERFUMER*.

The questions of price fixing and advertising were treated in many different ways in suggested codes submitted by the various factions within the retail drug and department store groups, but none of the plans met with the complete approval of the N. R. A. officials.

Want Fewest Possible Codes

In addition, the N. R. A. decided upon a course aiming at setting up the fewest number of codes possible, as was indicated in the last issue of this magazine. To carry out that plan, Deputy Administrator A. D. Whiteside finally compiled a suggested retail code covering all classes of this business.

That code has never been made public to date, but much of its contents has become known.

For several days recently it was taken for granted that drug stores would be included in it, with specific treatment of them, particularly as regarded price fixing.

Now, in the light of information gathered today, it is not so certain that this will be the case, but the N. R. A. insists that if there be a separate code for retail drug stores it MUST BE SUBSTANTIALLY LIKE THE GENERAL RETAIL CODE.

Thus there presumably would be "a distinction without a difference."

If drug stores should be included in the general retail code they would have to abide by that code or be subject to penalties; if they were granted a separate code it would have to be parallel with the general retail code.

When Mr. Whiteside drew up his confidential suggested code he virtually wrote a separate drug code into the retail code so far as price fixing was concerned, but he embraced drug stores with all others in the advertising section, one that has drawn considerable fire since it was published in part in *The New York Times* on Sept. 13.

Consumers Object to Price Fixing

Another objecting element carrying considerable weight in the formulation of the code is the committee representing consumers which objects to any form of price fixing.

Although the Whiteside code has not been made public, a tentative draft of it shows the following salient provisions (the topical notes are not printed in the tentative code):

Price Cutting

Section 1—"Stop Loss Provisions." In order to check extreme forms of predatory price cutting and minimize retail operating losses resulting therefrom and in order to assure that the retailer shall be at least partially compensated for the service he renders the consumer, on and after the effective date of this code, no retailer shall offer for sale, sell or exchange, or give away any merchandise excepting as hereinafter provided, below a minimum price which shall be the wholesale price as hereinafter defined with the addition of a purveyors' service charge of 7½ per cent in the case of foods and food products, and 10 per cent in the case of other products. (NOTE: Foods probably will be deleted as

they now are scheduled to come under the Agriculture Administration.)

"No retailer shall sell standard trade-marked drug products whose retail prices are advertised to the public as indicated on the goods, their package or containers, at a discount greater than 21 per cent from such declared retail prices.

"In the case the retail sales of such goods are slow or unsatisfactory the manufacturer or wholesaler from whom such goods were purchased, if his address be known, shall be given the opportunity to repurchase such merchandise at the wholesale price hereinafter defined. In the event that the manufacturer or wholesaler fails or refuses to repurchase such goods within five days after notice has been sent, such goods shall at the option of the retailer be classed and treated as clearance merchandise."

Unfair Advertising

"(a) No retailer shall use advertising whether printed, radio or display, which is inaccurate in any material particular or misrepresents merchandise (including its use, trade mark, grade, quality, quantity, size origin, material content or preparation), or credit terms, values, policies, or services; and no retailer shall use advertising and/or selling methods which tend to deceive or mislead the customer.

"(b) No retailer shall use advertising which refers inaccurately in any material particular to any competitor or his merchandise, prices, values, credit terms, policies or services.

"(c) No retailer shall use advertising which inaccurately lays claim to a policy or continuing practice of generally underselling competitors."

Provisions on Wages and Hours

The Whiteside code also treats in detail the question of hours and wages of employees, with a detailed sliding scale for stores which elect to use various weekly hours in accordance with the population of the cities within which they are located. These questions, however, are comparatively minor in the current issues, and no great objection is manifested over the requirements of the N. R. A. in this particular.

Under this suggested code, drug stores may, for a minimum wage of \$16 per week in cities of more than 500,000 population, work their employees as much as 56 hours per week, with exceptions made for certain types of "outside" employees.

Because of the diversity between the mark-up permitted on ordinary retail sales and drug products, there is a natural objection by department stores to accepting the drug product formula, but the most strenuous objection from the largest group—both department store and drug store spokesmen joining in this—has been registered over the qualification of the prohibition against misleading advertising.

The "crux" of this objection is the word "inaccurate." A large group had hoped to insert in the code definite strictures against unfair trade practices, as defined by independent druggists, and this group found highly unsatisfactory the phrase "inaccurate in any material particular." The word "inaccurate" in this case has been termed a "weasel word." The other major

objection regards the use of wholesale prices as the basis for the fixing of retail prices.

Want "Invoice" Instead of "Wholesale"

The Whiteside code defines "wholesale prices" as meaning the lowest price quoted on a product during the thirty-day period preceding its sale to a retailer. There is a strong demand being made for the substitution of an invoice valuation for the wholesale price index, this demand being backed by the argument that the independent retail druggist can survive with the invoice system but that under the wholesale price rule he simply cannot make enough to sustain himself in business.

Incidentally for the record, although this is well known, drug products under the suggested code include all toiletries, being defined as "standard trademarked drug products used for purposes of health, sanitation, personal appearance or care of the body."

The exceptions under which goods not reclaimed by wholesalers when offered for return by retailers may be sold at prices below those established in the code are being considered in substantially the following form:

"Section 2. Exceptions. Notwithstanding anything in the pre-section (that defining price cutting and unfair advertising), any retailer may sell merchandise at less than the prices specified therein in the following cases:

"(a) *Bona fide clearance of merchandise, if advertised, marked and sold as such.*

"(b) *Highly perishable merchandise which must be promptly sold in order to forestall loss.*

"(c) *Imperfect or actually damaged merchandise, clearly advertised, marked and sold as such.*

"(d) *Bona fide discontinued lines or merchandise clearly advertised, marked and sold as such.*

"(e) *Merchandise sold upon the complete, final liquidation of any business.*

"(f) *Merchandise sold in quantity on contract and not for redistribution.*

"(g) *Drugs and/or sundries sold to physicians, nurses, dentists, veterinarians or hospitals.*

"(h) *Merchandise sold or donated for charitable purposes or to unemployment relief agencies."*

Day by day during the past week it was expected that the retail code would be issued, but the impossibility of such action finally was conceded by General Johnson day before yesterday when he reluctantly admitted that there had been a "terrific clash" of opinions, although he declined to amplify that observation.

He also declined flatly to predict whether the code would contain a clause placing the whole price-fixing scheme on a trial basis.

However, in all of the code tangle there is one certainty—that is, that the issuance of the code for retail stores, whether it includes or is supplemented by one for drug stores, will signal not the end of the contention but literally only the beginning. This code is expected to be worked out eventually in the hearings on it, hearings already anticipated by thousands of requests that have poured in from retailers throughout the country.

Growing Younger

"You and your sister are twins, are you not?"

"We were in childhood. Now, however, she's five years younger than I."—*Answers.*

N.W.D.A. to Meet at French Lick

Plans are rapidly being completed for the convention of the National Wholesale Druggists Association to be held at French Lick, Ind., October 2 to 5. A considerable proportion of the time of the convention not devoted to routine committee and officer reports will be devoted to a discussion of the National Industrial Recovery Act while one session will be given over to the Drug Institute which will be discussed from the viewpoints of all groups represented in its membership. Entertainment will consist of golf and bridge tournaments, a concert by students of the Jordan Conservatory of Music, the annual president's reception and the annual banquet.

Can Manufacturers Industry Code

Public hearings on the code of fair competition for the Can Manufacturers Industry, filed by the board of governors of its association, opened on September 20, in the Senate Office Building. Deputy Administrator H. O. King presided.

The proposed code fixes 40 hours as the maximum work week with a tolerance to meet contingencies, but in no event more than 48 hours per week for a period of 12 weeks, without the payment of overtime. The minimum wage is fixed at 30 cents in the North and 27½ cents in the South, and in Hawaii not less than the minimum rate July 15, 1929, provided that 80 per cent of the employees in each factory shall receive higher rates of wages than specified in these minimum rates. Maximum hours and minimum wages apply to all employees except executives and technicians receiving more than \$35 a week and outside classifications, with the further provision that clerical workers in the North shall receive not less than \$14 a week and those in the South and Hawaii \$13 a week. Overtime is to be paid at the rate of time and a third.

Conditions in German Toiletry Industry

Volume of turnover in the German toilet preparations industry, especially in the soap branch, has been relatively favorable until now. Even losses in export during the last few months, resulting from general international trade difficulties, have not had a seriously adverse effect on the volume of business. Demand on the domestic market has shown little change, so that production has been close to previous levels. Prices, however, have been lowered more frequently than the drop registered in the prices of raw materials. The extent of price declines has been due, according to some, to the price-cutting activities of unorganized dealers. German producers are reported to be feeling only slightly the effect of foreign competition on the domestic market.

Several of the branches of the German cosmetic industry, however, report even more favorable conditions than the industry as a whole. This is especially true of the synthetic perfume industry, which produces the essences and extracts for all kinds of perfumed toilet goods and cosmetics. The economic condition of this particular trade is more favorable than that prevailing among producers of finished cosmetics. A large part of the domestic production (as high as 50 per cent in the case of several leading manufacturers) is exported abroad. (Vice Consul C. T. Zawadzki, Berlin.)

Sharp Gain in Toiletries Trade

Department Store Sales Trending Upward

General Employment Situation Better

Forecast Excellent for Holidays

A MARKED gain in business in toilet preparations has figured in the results of the N.R.A. drive and the general industrial recovery program during last few weeks. While detailed figures of department store sales of toilet preparations for August are not yet available, general reports reaching the Federal Reserve Bank from the New York District are extremely encouraging.

A gain in general trade of from 10 per cent to 15 per cent is confidently expected when the complete August statistics are available and reports from toilet goods buyers who, because of store rules cannot be quoted, show that the toilet goods counter has shared liberally in this increase. The figures for July gave encouragement with a showing for the entire country of substantially the same average sales as during July of last year.

Most Districts Show Gain

When analyzed, these figures are even more encouraging for in practically all districts making reports, sales showed increases. In the New York District the gain in July over the figures for July, 1932, was about 6 per cent. In Cleveland a gain of over 17 per cent was reported. Chicago brought the average down sharply, due, according to Federal Reserve officials in that district, to a very poor showing in Detroit where conditions had not at that time showed any material improvement. Chicago stores themselves made a good showing, almost up to the levels of 1932.

This gain in the retail trade has been reflected in increased sales by manufacturers of toilet preparations. Practically all of those interviewed during the last month reported July ahead of July last year and August also well ahead of last year and ahead of July also. This has not been due entirely to a gain in department store sales, although a goodly porportion has been attributable directly to the department store. The retail drug trade has found an increasing sale for toilet preparations.

Manufacturers have been unable to work as closely

with the retail drug trade as they might have wished on account of credit problems and the uncertainty as to how this trade would operate under the proposed retail drug code. The inquiry from consumers through drug channels, however, has been very good.

N.R.A. Results Excellent

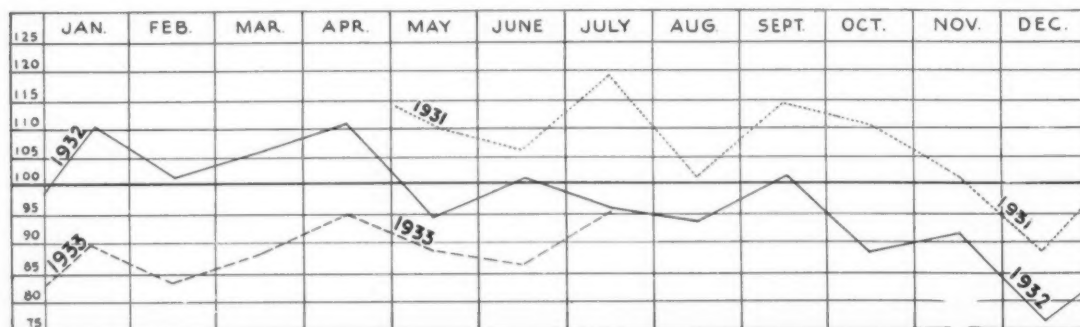
There is no question that general industrial and commercial conditions have shown sharp improvement since the N.R.A. drive opened. Even allowing for undue optimism on the part of those anxious to show early and substantial results, there is no question that employment has increased and that consumer buying power has been materially improved by the drive.

Latest figures from the New York Merchants Association show from 10 per cent to 15 per cent increase in employment in factory and retail establishments with estimates that between 100,000 and 150,000 have been put back to work in the New York area out of upward of 1,000,000 who have gained employment as a direct result of the N.R.A. This has been especially emphasized by reports from the moderate price chain stores which were sustaining losses earlier in the year but now report gains ranging from 11 per cent to 32 per cent for August. Much of the money thus brought into circulation is producing additional employment and trade through liberal spending on the part of those who have been out of work for months and now are able to buy badly needed clothing, food and small luxuries as well.

Merchants Buying for Stock

This increase in buying has found merchants with only small or moderate stocks of goods upon their shelves and they in turn have been purchasing in heavier volume either direct from manufacturers or through wholesale channels. The momentum of this increased purchasing has only begun to be felt among the manufacturing industries, but these seem likely to profit more greatly during September and October.

There has been a tendency in some directions to view



COMPARATIVE TRADE IN TOILETRIES IN DEPARTMENT STORES, 100 REPRESENTS SALES IN 1928

further intensive efforts under the N.R.A. as unnecessary and in some quarters as inadvisable. It is the contention that with business definitely on the upgrade, further work by the government is not needed. Some few have even ventured the suggestion that the N.R.A. is not responsible for the upturn and should be abandoned altogether. It may be pointed out that the increase in business virtually coincided with the opening of the N.R.A. drive and that the purchasing has in large measure been due to the fact that incomes have been provided for many who did not have them and confidence for those who have refused to spend during the last few years.

To Continue Active Efforts

President Roosevelt has been modest in his claims of results for the N.R.A. although the facts have been pointed out as illustrative of what might be accomplished by concerted effort. Washington advices are to the effect that the President believes that about 25 per cent of the road back to prosperity has been covered, but that he is by no means satisfied with this nor content to allow the Government to relax its efforts. The goal, he believes, is still some distance off, and no relaxation of effort is possible short of its full attainment.

Credit Situation Next Problem

The question of easing of credits for companies which have found provisions of the recovery codes burdensome is now engaging Administration efforts, and it is anticipated that methods for relaxing the tight grip on liquid funds now maintained by the banks will be devised. There is pressure for inflation of the currency, but the President is reported to be averse to utilization of his powers in this direction until every other resource looking to the easing of credit has been exhausted.

Bankers have been taken to task by high Administration officials for their reluctance to ease the situation on their liquid funds, and many believe that the banks are indeed standing in the way of full recovery through their insistence upon even more rigid credit rules than usual. Numerous plans have been advanced for dealing with this situation, and undoubtedly credits will be made easier in one way or another during the next few weeks.

The entire industrial picture seems to have changed for the better during the last few weeks, and among manufacturers of toilet goods confidence has certainly replaced uncertainty and hesitancy. Reports and forecasts for the September trade are almost unanimously optimistic, and preparations are now being made in many quarters for a greater Christmas trade than has been enjoyed in three or four years. While there are still many obstacles in the road to complete recovery, the trade as a whole feels that these will be readily overcome and that the Fall and Winter will find toilet goods business definitely active and profitable.

"Perfumer" Returns Large Dividends

Edward A. Sport

After four years of constant reading, I frankly feel that the investment has returned large dividends to me and that your journal is a welcome addition to my technical library.

Organize Package Machinery Group

THE Packaging Machinery Manufacturers Institute, Inc. was completely organized at a meeting of the Packaging Machinery Industry in Buffalo, August 21, at which about 75 per cent of the industry was represented. A code of fair competition was also prepared and approved unanimously and the Institute was authorized to present the code to the National Recovery Administration. The meeting also gave the committee appointed by the board of directors of the Institute full power to act for the industry. The committee which presented the code to the NRA is as follows: H. H. Leonard, vice-president and general manager, Consolidated Packaging Machinery Corp., *Chairman*; Col. F. K. Knowlton, president, M. D. Knowlton Co.; Roger L. Putnam, president, Package Machinery Co.

The officers and directors elected by the Institute are as follows: *President*, H. H. Leonard; *Vice Presidents*, Roger L. Putnam, H. K. Becker, vice-president and general manager, Peters Machinery Co.; R. T. Bacher, president, McDonald Engineering Corp.; Charles L. Barr, sales manager, F. B. Redington Co.; G. Prescott Fuller, wire stitching division, Dexter Folder Co.; A. G. Hatch, general manager, M. D. Knowlton Co.; C. E. Schaeffer, asst. sales manager, Stokes & Smith Co.

W. J. Donald of 52 Wall street, New York, N. Y. was elected executive vice-president and treasurer. The committee of the Packaging Machinery Manufacturers, which has been in existence for about a year, had previously incorporated the Institute in Delaware. Consequently, the industry was in a position to complete organization at the Buffalo meeting by adopting by-laws, electing directors and officers.

The first annual meeting of the Institute will be held in October on a date to be determined by president Leonard.

Sues on Use of Name

Mary Nolan, star of the movies, has commenced suit against Jerry Nolan and others doing business as Mary Nolan Cosmetics. The complaint filed by Arthur G. Solomon, of 152 West 42nd street, New York, as attorney for the movie star asks for an injunction and an accounting of the profits and alleges that the defendants are using her name without her authority. The cosmetics are called Mary Nolan Cosmetics and each article bears what is supposed to be the signature of Mary Nolan. Miss Nolan alleges that the signature is obtained from a rubber stamp copy of her signature made from her signature on a fan photo.

Ayer Enjoins Kress

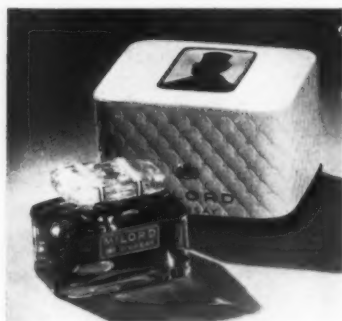
Harriet Hubbard Ayer, Inc., New York City, has secured an injunction in Federal District Court against the Kress department store chain, prohibiting the latter from selling merchandise purchased from Recamier Mfg. Co., New York. Judge Woolsey held that the merchandise in question consisting of creams and other toilet preparations was in violation of Judge Patterson's injunction in the Recamier vs Ayer case, and ordered the chain to recall the merchandise from its stores and turn it over to a Federal Marshal to be impounded until cartons, labels, etc., in violation of the injunction are destroyed.

Recent Products and Packages

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

D'Orsay Introduces New Perfume

"Milord" is the latest creation of D'Orsay Parfumeries Corp., New York. The new perfume is packaged in a



squat, oblong glass bottle, with glass stopper and tan embossed paper label. The paper box is unusually attractive, being white, trimmed with black.

Chevron

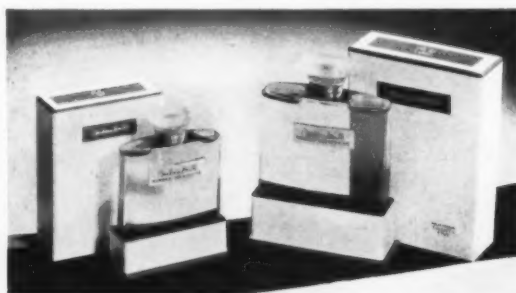
Chevron, Ltd., New York, is introducing a new men's line consisting

of shaving cream, after shaving lotion and talcum powder packaged in a handy black leather case. The design of the sifter type can and tin tube is well done, the chevron insignia being in copper on a maroon background. The glass bottle has a printed paper label of the same color scheme, and a maroon plastic screw-type cap. It is wrapped in transparent cellulose.



New Barbara Gould Perfumes

A new line of perfumes has recently been brought out by Barbara Gould, Ltd., New York. The glass flacons which come in four sizes are smartly designed, and have glass stoppers and small, printed gold metal

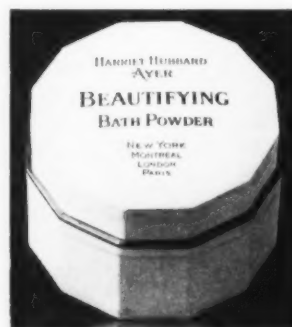


labels. The paper boxes are cream colored, trimmed with red, with the printed paper label also in red. In the lower right hand corner is the name of the perfume, which in this line is numbered to correspond to the various ages of beauty served. They are: "Ten," "Twenty-five," "Thirty" and "Forty."

Harriet Hubbard Ayer Adds Bath Powder

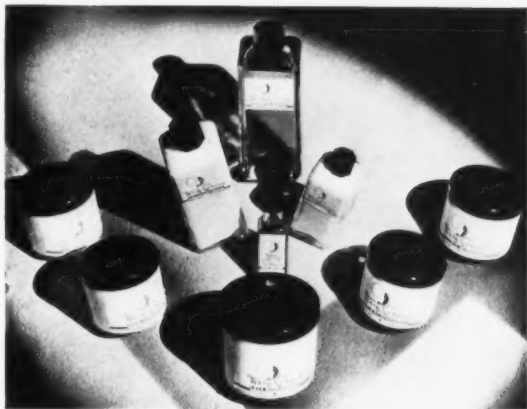
Harriet Hubbard Ayer, Inc., New York, has added a "Beautifying" bath powder to its line as a companion item to its recent "Beautifying" face powder package. The new product is packaged in a generous-size ivory and gold paper box.

It is said to be washable and impervious to dampness, and therefore guarantees the powder safety on the bathroom shelf. The new powder comes in the following odors: rose, lilac, violet, jasmine and après tout.



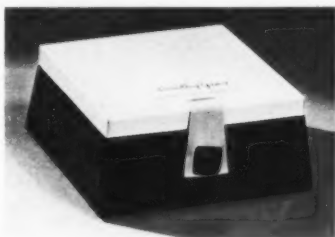
London Rouge

From London, England, comes the following description of a new waterproof rouge and a sun oil which recently were placed on the market there: "A rouge for cheeks and lips that is intended either for bathers or for those who do not wish to be constantly making up in public during hot weather is now being produced by a London beauty specialist. This new product will defy salt and fresh water, and although it looks orange in the box, when it is applied to the skin it turns a bright coral pink and does not run. A sun tan lotion that can be used by both blondes and brunettes, the difference being that blondes need only one application at a time, while brunettes should smooth on two coatings, is another bright idea."



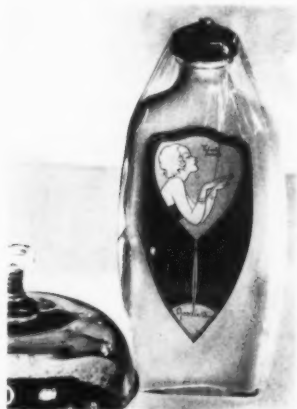
"Mary Greene" Beauty Preparations

A new line of beauty preparations for Western consumption has just been placed on the market by Mary Greene, of New York. The containers were designed on the Pacific Coast, and consist of attractive glass bottles and opaline glass jars. The line includes a liquid cleanser, hair remover, hair rejuvenator, combination shampoo, face rejuvenator, freckle remover, scalp rejuvenant and hand rejuvenant.



Dorothy Gray Offers New Powder

Dorothy Gray Co., Ltd., New York, has chosen a most attractively designed paper box for its new "Salon" face powder. The box is of highly glazed black paper, with peach colored hinged cover which buttons down on the base. The trade mark is in characteristic blue. The package is said to be so designed that even after the seal covering the powder is broken, the box is spill-proof.



Goodie:

The photograph at the left shows the handsome new glass bottle containing the "Velvet Smooth" hand lotion prepared by the Goodier Co., of Dallas, Texas. The bottle is tall and finely tapered, and is wrapped in transparent cellulose material. The company states it has met with good reception in the Southwest-ern trade.

Purse Sizes by Potter & Moore

The attractive display shown below features the new purse size flacons of "Mitcham Lavender," a product of Potter & Moore, Ltd., Mitcham, England. The cardboard display stand contains a prominent representation of Potter & Moore's famous lavender girl, and at the base has receptacles for twelve of the glass flacons. The latter are oblong in shape and are fitted with plastic closures of a similar shape. Groville Sales Corp., New York, is the distributor.



"Perstop"

Feminine Products, Inc., New York, has introduced "Perstop," a companion product to "Perstik." The new anti-perspirant comes in a multi-facet glass bottle, the design of which is repeated in the black molded cap. A sponge rubber applicator makes it easy to apply.

Armand's Attractive Line

Below are shown a number of the items in the attractively packaged line of the Armand Co., Des Moines, Ia. The glass jars, packed in paper cartons, carry the familiar Armand paper labels and trade mark.



New Items by Thinc

Two new items have been presented by Thinc Products, Inc., New York. One is a liquefying cleansing cream packaged in a white opal jar, with a metal screw-



type closure and printed paper label in a pretty shade of blue. This cream also is offered in an introductory size, packaged in a plastic container of turquoise blue and ivory. The second product,

also shown in the accompanying photograph, is termed the "Thinc Applicator." It is made of soft, molded rubber and is intended for applying any face cream to the skin. It is said to be more effective than the fingers, since nearly 200 rubber tips stir the circulation to renewed activity, and gently force the cream into recesses of the skin.

Campana's "Skin Invigorator"

Campana Corp., Batavia, Ill., is introducing a new product for men and women described as the "Original Skin Invigorator." The package bears no trade name, and the company is launching a huge campaign to have a name supplied by the public. Two nationwide radio hook-ups will be employed to announce progress of the contest twice each week. A grand prize will be awarded to the final winner.

Lady Esther Cream Jars

In the photograph below are shown the handsome packages of the Lady Esther Co., Chicago. The nicely designed white opal jars are set off by metal closures of a pale shade of pink and by a pink paper band about the top on which is printed the Lady Esther trade mark.



Products of Premier Laboratories

Premier Laboratories, Inc., Linden, N. J., is packaging its wide line of nail preparations in dainty, triangular-shaped glass bottles, several of which are shown in the picture above. The bottles are equipped with black plastic, screw-type closures which are fitted with brush applicators. The attractively designed, lithographed

paper labels are of silver and black, and carry the trade name "Evenglo." Also shown in the illustration is the "Vello" cream made by the company. It is packaged in a blue glass jar with blue metal closure and blue foil label.



Loveland's New Cream Jar

The William H. Loveland Co., Binghamton, N. Y., has selected an oddly shaped glass jar for its creams. Shown in the photograph above is the eight-ounce cold cream jar which gives an idea of the shape of the package. The printed silver foil label, on which is the type of product and the Loveland trade mark in blue, is fashioned into the shape of the jar. A lustrous, black metal closure of the screw-type completes the package which the company states has met with good response.

Evilo Products Line

Evilo Products, Ltd., a new company located in New York City, has placed several products on the market, including a soapless olive oil shampoo and a liquid cleansing and nourishing cream which are shown below. Both preparations come in glass bottles of square, flat design. The cream bottle is equipped with a scarlet metal closure which matches the scarlet lettering on the printed, gold paper label. The shampoo bottle is encased in a green paper carton and has a green metal closure.



Perkins Line Redesigned

The entire toilet preparations line of Dorothy Perkins, New York and St. Louis, has recently been redesigned. The new packages, shown in the accompanying



photograph, employ silver and green as their color scheme which gives them a cool fastidious air of quality. The shapely glass bottles are fitted with medium length, green molded caps, and have attractively designed silver

and green labels containing the Dorothy Perkins trade mark and the names of the preparations.

Stearns' Modernistic Container

Modernistic shaving soap containers have been placed on the market by the Frederick B. Stearns Co., Detroit. The new package, shown at the right, is of molded plastic material. In addition to being handsome, it has a utility value in that the wide mouth permits easy access to the contents which should be appreciated by the hurried shaver.



A New Toilet Requisite

It is evident from the display material developed for the new product "Barene" that Barium Products, Ltd., San Francisco, its sponsor, made an exhaustive study of the product's applications, incorporating these in the attractive counter display shown below. The display is cut-out to hold two bottles of "Barene," and stresses the effectiveness of the preparation for removing tobacco stains from fingers and teeth. The product also is given the important sales advantage of a well-designed package. It is handsomely packaged in an amber glass container



with a flat topped black metal closure and appropriately labeled in keeping with its modernistic design. The distinction of the finished package is credited with considerable influence in the successful introduction of the new product which is rapidly winning many friends.



Emarco's New Line

The Emarco Co., of Boston, has just brought out a new line of toilet preparations under the trade name "Margaret Crawford," several of which are shown above. A silver and black color scheme is employed throughout the line. Glass bottles and opal jars are equipped with plastic closures and printed silver and black labels. The square paper face powder box is of multi-colored design, also with silver and black label.

New Davis Items

The Davis Manufacturing Co., of Seattle, Wash., has brought out four new preparations, a cream, hair tonic, powder and tooth paste, which are being distributed in the Northwest under the trade mark "Supreme." The new products are said to have achieved widespread popularity during their short term on the market.

Smart Gift Item

A smartly made-up gift set has recently been created by the Northeastern Laboratories, Inc., in which are presented a number of the "Lady Lillian" manicure preparations made by the company. The set is packaged in a handsome green and black molded plastic box, and closures of the glass bottles containing the preparations are of the same material. The box has a hinged cover and will look well on the dressing table.



An Odor Classification

A CLASSIFICATION of odors in order of their popularity with men and with women formed a feature of a recent article on "Scents that Make Dollars" appearing in *World's Work*. The classification was made from the results of a questionnaire submitted

by the research department of Cramer-Krasselt Co. The following are the rankings attained by different odors in this study, which, while not presented as final and authoritative, were secured from a large cross-section canvass.

With Men

- | | |
|--------------------------|-------------------|
| 1. Pine | |
| 2. Lilac | 21. { Witch Hazel |
| 3. Rose | 22. { and |
| 4. Violet | 23. { Heliotrope |
| 5. Coffee | 24. Honey |
| 6. { Cedar | 25. Alcohol |
| 7. { and | 26. Cider |
| 8. { Balsam | 27. Clove |
| 9. Wintergreen | 28. Camphor |
| 10. { Apple | 29. Nutmeg |
| 11. { Peppermint | 30. Smoked Meats |
| 12. { Lily of the Valley | 31. { and |
| 13. Chocolate | 32. { Jasmin |
| 14. Carnation | 33. { Caraway |
| 15. Orange | 34. { and |
| 16. Strawberry | 35. { Tar |
| 17. Vanilla | 36. Tea |
| 18. Raspberry | 37. Sarsaparilla |
| 19. Pineapple | 38. Sage |
| 20. { Lemon | 39. Sauerkraut |
| 21. { Maple | 40. Gasoline |
| 22. { Tobacco | 41. Onion |
| 23. { Lavender | 42. Turpentine |
| 24. { and | 43. Charred Wood |
| 25. { Menthol | 44. { Fish |
| 26. { Canteloupe | 45. { and |
| 27. { and | 46. { Vinegar |
| 28. { Cinnamon | 47. Olive Oil |
| 29. Peach | 48. Kerosene |
| 30. Grape | 49. Rubber |
| | 50. Lard |
| | 51. Garlic |
| | 52. Perspiration |

With Women

- | | |
|-------------------------|--------------------|
| 1. { Rose | 21. { Jasmin |
| 2. { and | 22. { and |
| 3. { Lily of the Valley | 23. { Heliotrope |
| 4. { Lilac | 24. Camphor |
| 5. { and | 25. { Menthol |
| 6. { Pine | 26. { and |
| 7. Balsam | 27. { Nutmeg |
| 8. Coffee | 28. { Witch Hazel |
| 9. Strawberry | 29. { and |
| 10. Raspberry | 30. { Honey |
| 11. Violet | 31. Caraway |
| 12. Cedar | 32. Cider |
| 13. Pineapple | 33. Alcohol |
| 14. { Apple | 34. Sage |
| 15. { and | 35. Tar |
| 16. { Vanilla | 36. Tobacco |
| 17. { Wintergreen | 37. { Smoked Meats |
| 18. { Chocolate | 38. { and |
| 19. { Carnation | 39. { Sauerkraut |
| 20. { Orange | 40. { Sarsaparilla |
| 21. { and | 41. { Charred Wood |
| 22. { Cinnamon | 42. { Gasoline |
| 23. Lavender | 43. { and |
| 24. { Clove | 44. { Vinegar |
| 25. { and | 45. Onion |
| 26. { Peppermint | 46. Fish |
| 27. Peach | 47. Turpentine |
| 28. Lemon | 48. Kerosene |
| 29. Grape | 49. Olive Oil |
| 30. Canteloupe | 50. Rubber |
| 31. Maple | 51. Lard |
| 32. Tea | 52. Garlic |
| | 53. Perspiration |

Detection of Magnesium and Zinc Stearate

Griebel calls attention to the fact that the use of zinc stearate for cosmetic materials is forbidden according to §3 of the German Law concerning Colors (Dyes). For the purpose of cosmetics only zinc oxide and zinc sulphide should be used. There thus remains for German firms only the use of magnesium stearate as powder base, which, however, does not possess the covering power that zinc stearate possesses. The only reason why zinc stearate is not permitted is that this compound at the time of the publication of the law had not yet come into consideration as an admixture to cosmetic materials. Undoubtedly, however, zinc stearate is still safer than, say zinc oxide or zinc sulphide, since the possibility of a solution of the zinc stearate in the acids of the human body is excluded.

French preparations that have zinc stearate as a base or foreign preparations with an addition of zinc stearate can be found, however, in the trade in our country in

contravention of the above-mentioned law. For the detection of zinc stearate Griebel makes use of its property, which furthermore is also the property of magnesium stearate, to be soluble in hot xylol. Success is thus had in effecting the separation of any zinc oxide or zinc sulphide present. The residue remaining after the evaporation of the xylol is weighed, glowed and once again weighed. The residue is analyzed qualitatively and quantitatively for zinc and magnesium, according to the rules of analysis. Zinc stearate has a mean ash content of 14 per cent and magnesium stearate one of 8 per cent. A French powder contains 25 per cent zinc stearate and two other foreign preparations contain 5 per cent. Griebel puts up the demand either to exclude all powders containing zinc stearate from commerce, on the strength of the provisions of law, or to permit the use of zinc stearate for the manufacture of cosmetic materials in Germany also.—*Zeitschr. f. Unters. d. Lebens.*, Vol. 62, 523 of *German Patent Journal*.

Putting Over Your Christmas Line

*Some Suggestions Regarding
Packages and Specials Sets*

by Joyce Vance

HAS the saturation point for Christmas toiletry sets been reached? The answer is that it has been reached only for those sets which were never fundamentally correct in the first place. It has not been reached, and will not be, for those which not only embody the requirements of an ideal Christmas gift but are also suitable in price, contents, and styling for year-round sale.

Certain groups of toiletries lend themselves ideally to inclusion in gift sets—others simply don't belong. Manicure requisites, loose powder vanities, bath powder, soap, bath salts, sachets, talcum, bath essences, toilet water, eau de cologne, lavender water, sometimes perfume, as well as the most basic preparations for men are safe constituents for such sets.

Every woman appreciates the convenience of having her manicure essentials in a box or case of some kind. Christmas is the ideal time for presenting a new manicure package. Inasmuch as a variety of polish shades is considered smart, there is no problem of shade selection for the gift shopper. One of the most attractive presentations of this kind was brought out last year and is illustrated on this page. This package exemplifies originality in that it is a deviation from the standardized conception of a Christmas set and in that its sales appeal is not limited to the holiday season.

Bath powder atomizers have had a little fling the last two years and, combined with bath powder, have made novel, attractive, and logical sets. The factor of shade, often a problem in gift set selection, is happily not present in selecting bath sets of any description.

The Christmas market is an excellent one for fine vanity cases. The bulk of the year-round business might go to the novelty compact, but the holiday business tends toward the finer, jewelry type of case. A woman buys a dollar vanity or compact for herself but expects a five or ten dollar one for a gift. With the exception of perfume, the expensive vanity, especially when pre-

sented in a handsome box, is in most popular demand for gifts. A new vanity, introduced at Christmas time, enlivens interest in a manufacturer's line, and adds fresh appeal to sets in which it may be included. Loose powder vanities are more suitable for gifts than compacts because here again no question of shade arises.

Perfume comes into its own at Christmas time. After all, nothing is as flattering to a woman, in an impressive yet gracious way, as a gift of perfume. And, a single flacon of an exquisite perfume carries the same subtle, romantic message as a single gorgeous flower. The emotional significance inherent in a gift of perfume is diminished by the intrusion of other toiletries, as the significance of one bloom is diminished by its presence in a bouquet. Naturally, this applies particularly to the more expensive fragrances, as some very lovely sets have been designed which included a bottle of less pretentious perfume.

The successful sale of a new perfume at Christmas time depends to a large extent on its having been introduced several months before. The intervening months are necessary to familiarize women with its name and character, and to create a desire for it. If this opportunity has not been afforded, not even the most exciting perfume will head the gift list, because perfume is bought on reputation, and the shopper hesitates to buy a perfume that is unknown, even though its maker may be famous.

While other toiletries may detract from the value of a fine perfume in a gift presentation, a beautiful atomizer serves to enhance its value. To say that a woman already has an atomizer is like saying that "she already has a book." Each of her current perfumes deserves an atomizer to call its own. Thus, contamination of odors is prevented. The danger of such contamination, if pointed out by the salesperson, will greatly serve to foster the sale of perfume-and-atomizer sets. Or, if a customer prefers to purchase a perfume which is not



so packaged with a companion atomizer, then the sales girl is missing a double sale if she doesn't suggest an appropriate atomizer to accompany the perfume gift. The new travel atomizers would make a logical and desirable part of a travel set.

Another exception to the policy of presenting especially lovely perfumes individually as gifts is the incorporation of purse size flaconettes with other items. In this instance, there is no attempt to impress the recipient with the splendor of the perfume itself, but rather a desire to provide a convenient handbag accessory. By itself, such a small size of perfume would not make an adequate gift, but in combination with other handbag accessories, it makes a charming one. The beauty of the bottle and box which plays such an important role with the larger sized flacons is not present to so great a degree with the tiny flaconettes.

Still another variation on the perfume set theme has been successfully introduced by several manufacturers. This is the "special perfume for each occasion" idea, expressed by a combination of two or more perfumes of distinct types in an attractive box. The desirability of using a specific type of perfume for each mood or occasion, encouraged by recent consumer advertising, has struck a responsive chord in the consciousness of many women. The very suggestion implied in such a gift is a flattering one, a tribute to a woman's versatile charms. This sort of set need not necessarily be introduced at Christmas time; but it simply serves as a suggestion for what might be done for the holidays and yet be equally satisfactory at other times.

If you expect the retailer to retain unsold sets after Christmas, don't make your packages look too "Christmasy". Gift sets suitable for any gift occasion should be neutral in covering paper and design but may be given a holiday touch by means of ribbons, seals, outer wrappings, a sprig of holly, or a holiday message that can be discarded for post-holiday selling. The new two-tone cellulose ribbon is an excellent example of such a holiday touch device.

Also, if you wish to give your Christmas packages year-round appeal, price them accordingly. Although there is some demand for fairly expensive sets at Christmas, there is practically no call for them at other times. Sets priced at or below five dollars are not too high for bridge prizes, birthday, graduation, or other gifts.

Unless handled with restraint, the following group of toiletries in combination gift packages will cause the manufacturer as well as the buyer losses through returns or dissatisfied users; treatments, rouge and powder compacts, lipsticks, and face powders. Except for the most basic preparations, every woman has her individual method of skin care and would find some of the things usually included in such sets superfluous. The temptation to put in one or two jars or bottles of "extras" is sometimes too great for the manufacturer to resist. When this is done, the actual value to the user is disproportionate to the money spent. But, when only the simple, fundamental preparations are included and the person selecting the set is aware of the preferred brand of cosmetics of the woman for whom the set is intended, then this type of set might be safely recommended. However, by the very nature of these things, they do not make as flattering a gift as perfumes, for instance. A possible exception to the impracticability of

treatments as gifts are some of the travel sets on the market which are reduced in items to only the important ones and by virtue of their special function, are uniquely packaged. Travel sets, too, can be given a good play during the vacation months.

Rouges, lipsticks, and powders cause complications in gift set buying because of the customer's uncertainty about correct shades. The result is a large number of returns, with the usual amount of red tape and annoyance. There are certain medium shades which find a large range of users; but, even at best, it is difficult to please perfectly with gifts of this type. It is true that many sets containing these items have sold in the past, and the demand still exists, but if more suitable sets had been offered instead, there is no doubt that they would have enjoyed even greater acceptance.

The clearance of obsolete items via the Christmas set route is the surest means of destruction to the set business. The eventual recipient is not pleased at receiving something outdated or impractical, nor is she likely to be favorably impressed with the manufacturer who has thus taken advantage of an unsuspecting or harassed shopper. Items that are obsolete, depreciate in value through no fault of the consumer. Their disposal should be effected through other channels, such as clearance sales.

Cheap linings, gaudy designs, inartistic shapes, tricky trappings and devices of all kinds should be avoided, if the buyer's and the public's good will are to be retained.

Barbasol Petition for Injunction Denied

Judge Julius Miller in New York Supreme Court recently denied a petition in which the Barbasol Co. sought temporarily to enjoin the Travis Co., Carlova, Inc., New York, and the Kress department store chain from using the trade name "Sam's" for a brushless shaving cream pending proceedings for a permanent injunction. A hearing on the petition for a permanent injunction will be held late in October.

The Barbasol Co. in its petition claimed that the trade name "Sam's" is confusingly similar to the name "Singin' Sam" used by the featured vocalist employed on its radio program and that "Sam's" shaving cream therefore was capitalizing on Barbasol advertising. The defendants held that the term "Sam" is open for use on brushless shaving cream; that "Singin' Sam" is not the property of the Barbasol Co. but a name assumed by an entertainer who has used it in representing other advertisers and in his personal work; and that their package in no manner resembles the Barbasol package.

The case, according to Solomon Leff, attorney for Carlova, has no parallel, and is unique in that it will test the right of firms to protect names used in their radio advertising programs.

Credit Courses Offered

National Institute of Credit, New York Chapter, has arranged a program of three courses designed to assist men and women engaged in credit work. Included is a course on marketing and merchandising under the direction of Prof. O. P. Robinson of New York University. A descriptive bulletin regarding the courses can be obtained from the Institute at 468 Fourth Avenue, New York City.

Should You Advertise the Package?

*The Container, not Its Contents, Is Often
the Deciding Factor in Sales*

by Leroy Fairman

THE use of the package as an illustrative feature of magazine and newspaper advertising is a comparatively modern development. In early days advertisers depended upon typography for display; a little later the more enterprising newspapers provided stock cuts for this purpose; these included hats, boots, stage-coaches, ships, runaway slaves, and other articles of commerce, transportation and property. Still later merchants in the larger centers of population began to use illustrations of the actual merchandise offered: bolts of cloth, women's coats and millinery, and so on.

The use of human figures wearing or using the product advertised, was the next forward step. Mother and child, and one woman telling another all about the merits of a product, were favorites in this period. The package came later; and its tardy appearance on the advertising stage was due to the fact that there were few packaged goods in those days. Grocery products came into the home in paper bags, filled at the store from barrels and boxes. Few canned goods were sold in any but the large cities.

The makers of proprietary medicines—to whom we are indebted for some good inventions and practices and many evil ones—were the first to use extensively the picture of the bottle or the box in advertising. The cartons which housed "Ayer's Sarsaparilla," "Dr. Pierce's Golden Medical Discovery" (I hope I have the name right) "Scott's Emulsion," "Castoria," and Lydia E. Pinkham's preparation caught the eyes of readers of practically all newspapers in the last decades of the 19th century.

So far as I have ever heard or read, none of these oldtimers gave any reasons as to why they used pictures of their packages in their advertising. Probably it never occurred to them that the practice needed explanation. The package contained the goods; the goods were what they had to sell. The package simply belonged, like the buttons on the back of a cutaway coat.

Perhaps they felt that their most likely prospects were so low in intellectual caliber that they would forget a name by the time they got to the store where the goods might be bought, and that the package sitting in plain sight on the dealer's shelf would serve as identification of the product. Perhaps, too, they wanted something which would make their advertisements "stand out" over the surrounding contents of the newspaper page. Whatever their reasons, they succeeded in planting the main idea so deeply in American business consciousness that today many advertisers who certainly should know their way about are using pictures of their packages without having the slightest idea of why they do it!

Twenty years ago I sat in an all-day conference,

called for the purpose of settling this package question as related to the policy and practice of a great advertising company. It was understood, days before the

conference met, that all the facts and arguments, pro and con, which could be marshalled, were to be presented and discussed. The decision reached in this conference was that the package had no logical place in advertisements, and wasn't worth the valuable space it occupied.

This incident proves two things: First, that a decision may be quite right at one time and entirely wrong at another; second, that no decision, in advertising, has any real weight or validity. If it were possible to gather in one spot the hundred,

or thousand, men whose advertising abilities and successful experience are recognized as superior to those of all the rest of us, and if those men should decide and proclaim one fact—one valid, authentic fact, proved again and again in practical experience—what would it all amount to?

Practically nothing! Many young men, advertising managers and juniors in advertising agencies, would seize upon that fact and add it to their store of useful knowledge. But the moment they tried to apply it in their daily work they would be hooted down and "put in their place" by their superiors. The hundreds of bright lads who go into the advertising agency business, or otherwise engage in advertising practice, pay no attention to the experience of their predecessors, or to the decisions and conclusions others have arrived at through long experience. They cry "Boloney!" to all that, and shape their business course by their own intuitions. If they hear that one great advertising agency, or a group of them, has decided that this or that policy or method produces better results than all others, they simply hoot and go ahead in their own sweet way.

What I said a moment ago about conclusions that are right at one time and wrong at another, needs a little explanation—insofar as packages in advertising are concerned. Twenty years ago there were few advertisers, and few agencies, who thought much about beauty in packages. The idea was that they must "stand out" on the dealer's shelves, and the accepted way to make them stand out was to soak them full of violently contrasting colors. No special attention was paid to designing, except as a means for hitting the observer in the eye. Packages so designed and colored were literally a knockout; but when reproduced in black and white in advertisements they were neither useful nor ornamental. Neither were the earlier examples of packages which still survived—the plain, one- or two-color affairs originated by designers and printers who



"Like the SUGAR
in your coffee!"
is the
ALCOHOL
in



It is there as a flavoring, as an aid to digestion, as an added bit of concentrated nourishment, and not as an intoxicant. It is there as a result of a natural process, more ancient than the pyramids and more respectable than our oldest families.

It renders KINGS BEER more palatable, more digestible, more of an aid to the digestion of other delicious and nourishing foods, more of a food in itself and yet it is not in the smallest degree habit-forming. The moderate alcoholic content of such a wholesome beverage as KINGS BEER is indeed like the sugar in your coffee, just a bit of flavoring that makes a good thing very much better.

More and more people are drinking KINGS BEER not because of its full legal alcoholic content but because it is in itself a delicious beverage loaded with important vitamins, with a distinct food value, and because it co-operates so perfectly with all other delicious and strength-giving foods.

KINGS BEER
Fit For A King

At nearly all good chain and independent stores.
In fine restaurants, clubs and hotels.

KINGS BREWERY, Inc., BROOKLYN, N. Y.

Listen to Kings Radio Program, Tuesdays at 7 P.M. on WOR

HAS THIS BOTTLE ANY SALES VALUE?

thought a package was merely something to pack things in, and the less it cost the better.

Thus, with packages having little if any pretensions to attractiveness to work with, it is no wonder that thoughtful and painstaking advertising practitioners should decide that pictures of packages, boxes, jars and other containers were not worth the costly space they occupied in newspaper and magazine advertising.

And the same is true, today, of packages of that kind.

How little that fact is understood, how little attention is paid to the progress of recent years in both advertising and packaging, is strikingly shown by the beer advertising which has appeared in the past three months. Here is an industry which has perforce stood still, or nearly so, for thirteen years. Now, when conditions permit it to move again, what do we see? Bottles with labels which date back to the middle of the nineteenth century; nearly all of them painful monstrosities of designing and color—and newspaper advertisements in which those bottles are reproduced as nearly life size as possible!

Now, as beer bottles are all alike, and as most of their labels are as unattractive as they could possibly be made, it is perfectly obvious that none of them has the slightest selling value. Even if one label is a little less unhappy than the others, beer drinkers do not go snooping around groceries or other retail outlets, hinting for some particular label they remember seeing somewhere.

Beer is bought by brand name, like other commodities. The consumer asks for "Schlitz," or "Trommer's," or "Piel's," or whatever kind he prefers, and the bottle and label have no more to do with his purchase than the man in the moon.

The brewers—with a few highly commendable exceptions—have simply reverted to the kind of advertising that was used when beer was previously a legal beverage; all that has happened in the meantime is entirely disregarded.

But what is true of beer advertising today, and what was true of nearly all advertising of packaged goods 20 years ago, is not now true as a general advertising principle. There are a number of reasons why.

Of late years, the number and classes of packaged goods has greatly increased. Where there was one packaged food product in the early 1900's there are scores today. Other lines of merchandise, formerly sold in bulk, are now neatly packaged in individual containers. The number of lines of cosmetics and other packaged toilet articles has doubled and redoubled.

With this great increase in packaged merchandise, there has arisen a new type of competition—the competition of packages. Not only has the convenience of the consumer been considered from every possible angle, but manufacturers have slowly discovered that, all other factors being anywhere near equal, the consumer chooses the goods which are most attractively packaged. For a long time many manufacturers fought stubbornly for the dear old boxes, jars and bottles which were good enough in grandfather's time; some, in fact, still hold out. But the manner in which new lines have forged to the front, and the great increase in sales gained by many established lines which have lately been repackaged, is convincing many of the reactionaries that the dear old packages must go.

But, as one looks over the field, it is surprising to see the number of toiletries which are still put up in old-fashioned packages, or have been repackaged in a manner which is so ultra modern as to be already on the road to obsolescence. Such goods fail to meet successfully the new competition; and the point is that package competition is today of paramount importance.

Competition is always a favorite topic of conversation, and at present one hears a tremendous lot of talk about price competition. It is not to be disputed that the price situation is a most troublesome one, and it is to be hoped that the codes of practice now being developed will in some degree relieve it.

But there is nothing new about competition, and the toilet goods business suffered from it before most men now engaged in it were born. That indefatigable delver into the musty records of the past, Herbert Asbury, throws some light upon it in a recent article in the *New Yorker*.

"The practice of painting the face, neck, shoulders and arms," he writes, "was extensively followed by the more extreme. Liquid and vegetable rouge were used in enormous quantities, as well as chalk, bismuth, preparations containing mercury, and various French pastes which came in small pots were greatly favored by actresses and opera-singers. One cosmetic shop alone, in 1870, offered for sale thirteen varieties of chalk and powder, eight kinds of paste, twenty-three kinds of washes and lotions, and twenty brands of rouge.

Practically every woman carried a 'Lady's Pocket Companion, or Portable Complexion,' which was very similar to the present-day compact. It contained rouge, powder and puffs, an eyebrow pencil, a small brush, and a bottle of India ink." Can't you imagine the manufacturers of that day complaining bitterly about the terrible competition they had to meet? Twenty brands of rouge in one shop was certainly a plenty!

No; competition is nothing new, and the price-cutter, like the poor, is always with us. Competition goes deeper than a multiplicity of brands or "pine-board" stores.

I have no quarrel with the man who believes in his heart, and insists in his advertising, that he has a product which is superior to all others of its kind. But there are not a dozen most irresistible perfumes, or superior rouges, powders, creams or lotions. Somebody is wrong. And inasmuch as the same adjectives are used, and identical characteristics claimed, in the advertising of a dozen or more such products, how is Mrs. Consumer to be convinced that yours is the one and only genuine indispensable rouge or what not?

Quality is the essential basis of all permanent success in merchandising. There is no gainsaying that. But quality means one thing to one class of consumers, and another to another. For one class will hail with delight a quality, or kind, or grade of merchandise which another class will reject with scorn. And when a manufacturer attempts to set forth in words just what he has in the way of quality, kind or grade, so that he will attract the custom of the class of people who ought to use his product, he is confronted by the fact that other manufacturers, producing merchandise dissimilar to his, are using those very words in their advertising, and spending four times as much in that advertising as he can afford to spend.

Quality being to so great an extent a matter of public taste and preference, package competition has now become a matter of the highest importance. More and more, every day, does the beauty of the package determine the choice of the purchaser.

And so, today, many astute advertisers are using their beautiful packages as the main illustration of their advertising; it is no longer true, insofar as they are concerned, that the package isn't worth the space it occupies. Quite the contrary. But it is still true in the case of those manufacturers whose packages are still of the beer-bottle type mentioned above; and one wonders, when they use pictures of those unlovely boxes or jars in their advertisements, just what they think they are accomplishing!

Lever Enjoins Portage Wholesale

A permanent injunction was signed August 23 by Federal Judge Patrick T. Stone, Madison, Wis., restraining the Portage Wholesale Co., Portage, Wis., from using boxes for one of its soap products which were very similar to boxes used by "Rinso," manufactured by Lever Brothers, Cambridge, Mass. The permanent injunction also prevents the Portage firm from using the word "granulated" under the name of its product, known as "Cleans All."

Barber Supply Dealers Meet

THE International Beauty & Barber Supply Dealers' Association convened for its annual meeting in Chicago September 11 under the chairmanship of W. L. Buck, president of the association. This was one of the most important and best attended meetings in the history of the organization with the pressing matter of a code for the industry the principal topic of discussion. In opening the convention Mr. Buck outlined the work of the last year and the problems facing the trade under the Recovery Act. He was followed by secretary Joseph Byrne and general counsel Eugene Brokmeyer whose reports were received on the opening day.

The following day, secretary Byrne presented the proposed code which was formally discussed by Sol A. Herzog, New York attorney, who spoke on the practical aspects of the N.R.A. and the proposed code. Consideration and discussion of the code occupied practically the entire sessions of the two following days, and on Friday a mass meeting for both members and non-members was held and the code presented and approved for submission to the N.R.A. in Washington.



W. L. BUCK

Entertainment features consisted of a "Good-Fellowship Party" on the first evening, "Carnival Night" with the exhibitors at the trade show, a supper party at the Blue Ribbon Casino at the "Century of Progress" and the annual banquet and ball in the grand ballroom of the Palmer House, scene of the convention activities.

The trade show was even more elaborate and extensive than usual with more than 150 separate displays. Those in attendance reported a livelier interest on the part of the dealers in the exhibits than usual and a large number of orders and inquiries for products of the exhibitors. Among those whose displays featured the meeting were: American Drug & Chemical Co., Beauty Products, Inc., Bonheur Co., A. Breslauer, Inc., Bristol-Myers Co.

Also Colgate-Palmolive-Peet Co., Commercial Laboratories, Coty, Inc., Davies-Young Soap Co., J. Eavenson & Sons, Inc., Eugene, Ltd., Ey-Teb, Inc., Fad Cosmetic Co., F. W. Fitch Co., E. Fredericks, Inc., Herpicide Co., Houbigant, Inc., Hyman & Hyman, A. C. Hynd Co., Inecto, Inc., Lockwood Brackett Co., Lucky Tiger Co.

Other exhibitors were: J. W. Marrow Co., National Oil Products Co., Noxzema Co., Nusheen, Inc., Owens-Illinois Glass Co., Parker Herbex Co., Pinaud, Inc., Rapidol Co., Vernon Laboratories, Inc., Northam Warren Corp., Paul Westphal, Geo. H. Weyer Co., Inc., Wildroot Co., Inc., J. B. Williams Co., Ar. Winarick Co., and Zotos Corp.

It seems as tho this year the usual unusual weather has been more unusual than usual.—*Sam Hill in the Cincinnati Enquirer.*

Editorials

The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII No. 7

September, 1933

The Individual and the N. R. A.

IN the course of putting so tremendous an undertaking as the National Industrial Recovery Act into operation it is inevitable that mistakes will be made and that there will be errors of speech and action. A very few of the latter have been made but there has been some loose talking and bluster on the part of officialdom which has caused unfavorable criticism of the movement as a whole. These minor errors and this perhaps too ready talk, however, seem unimportant, when placed alongside of the actual accomplishments and the aims of the movement.

More important and more serious have been the activities of a small number of N. R. A. opponents, who for one reason or another have set themselves in opposition to its work. Some of them are undoubtedly sincere in their opposition and deserving of every consideration from both the Administration and the public. Others have apparently been blinded by self interest to the purposes of the Act and have overlooked the tragic possibilities which might surround its failure.

There has been evident in certain individuals and groups, who have gone to Washington in recent weeks on matters connected with industrial codes, a tendency to see in the N. I. R. A. merely an opportunity to secure some advantage to themselves, overlooking the rights of others and the broad purposes of the Administration in this great industrial effort. There is always such a selfish minority as there are always sincere and well meaning opponents of great national movements.

Such men and groups might well search their own consciences in the preparation of briefs and arguments for the submission of their views to the N. R. A. remembering that *this is emergency work in which the well being of the country and all the individuals which compose it is vitally con-*

cerned. If they can still see no reason for perhaps a greater measure of conformity, it might be well for them to consider that the Nation as a whole is intent upon the success of this movement.

Great evolutionary (or revolutionary) movements, once under way, are almost impossible to stop. *Those who attempt to block them are inevitably brushed aside or crushed under the wheels. At the end, the co-operators occupy the key positions; the opponents, if they still exist at all, are in the rear ranks. This has been true in every country and in every age. It is neither threat nor argument; it is HISTORY.*

If the impossible could be attained and every man could for a few months forget his own interests in his thought of the country as a whole, there could be no doubt about the success of the N. R. A. An approach to that happy condition has been attained with the portion of the community, generally known as "the public". Those who for varied reasons are standing in the way should look well to their positions and their motives. The process of evolution (or revolution) will be the more painful and difficult if delayed or halted temporarily by selfish or misguided action on the part of a minority.

Getting Ready for Christmas Trade

STATISTICS show that the trade in toilet preparations knows only one "boom" season. The month of December with its Christmas gift trade accounts for nearly fourteen per cent of the annual business in perfumes and cosmetics. This is not quite double the volume of business done in any other month. It has been customary in the trade for many years to take advantage of this active season by the production of special packages and gift sets for the holiday trade. Undoubtedly a large part in the stimulation of holiday buying has been played by these special numbers.

Plans are already being made by a number of manufacturers for the Christmas trade of 1933, albeit with somewhat more study than usual owing to the rather peculiar condition surrounding retail trade this year. Will it be the high priced perfume, the expensive set, the elaborate package, or will consumers keep utility and value more in mind as was to some extent the case last year? We can offer no suggestion or advice on these puzzles. Their answers must be largely guesswork although much depends upon the proper guess.

There is, however, none too much time for the

OUR ADVERTISERS

CONSOLIDATED LITHOGRAPHING CORP.
Brooklyn, N. Y.

AMERICAN PERFUMER AND ESSENTIAL
OIL REVIEW

432 Fourth Ave., New York City

GENTLEMEN: Of course, we are newcomers in the family of advertisers in THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, but despite this fact, we are pleased with the reception our advertising has received. It is evident that the trade does read the magazine, and study the advertising therein.

Also we appreciate the assistance and co-operation we received from your design and copy departments in the development of our advertising ideas.

Taking these factors into consideration, we can't help but feel that this advertising will secure an acceptance and preference for our merchandise, and help us to develop our business.

Very truly yours,

JACOB A. VOICE,
President and General Manager

solution of the riddle and the preparation of merchandise for holiday sale. It is scarcely possible this year to leave it until the last minute and then put everything through in a rush. December is not far off so give the holiday trade attention while there is yet time for careful planning and as much thoughtful foresight as is possible under the circumstances.

New Products and New Materials

THE toilet preparations industry, as has been pointed out in these columns several times, has held up under the strain of the depression far better than many other industries. One of the reasons for this has been the adaptability of the industry to changing conditions and the alertness of its members in taking advantage of buying trends almost in advance of their appearance. It has seemed that virtually every market change has been anticipated and that new products and changed styles and packings have been ready for the dealers' shelves almost before the dealers themselves knew that there would be a call for them.

This alertness and adaptability has never been better displayed than in the response which has been received to the numerous articles on new cosmetic and perfume raw materials which have featured our pages in the last two years. Frankly, we have undertaken the publication of such articles with a certain amount of misgiving, fearing that some might be led astray by them and others consider them scarcely worthy of serious attention. As each one has appeared, however, we have been agreeably surprised at the attention

given it, the number of letters and inquiries received, and the quickness with which the products themselves have found a place in the industry, not by replacing time tried materials but as further useful adjuncts to the manufacturer's art.

We are gratified to have had even this small part in keeping the industry abreast of the times and up-to-date in its products and its processes and we are now confidently arranging for further articles on new cosmetic materials as rapidly as they come to our attention. Our readers can assist us with their suggestions along this line which will be gratefully received and promptly acted upon.

More of Nature's Products?

DESPITE the gloomy forebodings of Dr. Bogert, that the day of natural perfume materials is drawing to a close and that the history of the natural dyestuff business is about to be repeated in the field of odors, more than a ray of light has appeared on the horizon for the producers of floral products. Travellers returning from Paris and other perfume centers abroad now report a decided tendency, if not an actual campaign, for the use of greater percentages of floral materials in the newer compounds. Large Parisian perfumers are turning to the "floral note" and are attaining it, not by the use of synthetic bouquets but by buying more rose, more jasmin, more tuberose and other natural products.

While the flower growing and processing industries have been hard hit by the depression, it may be pointed out that manufacturers of synthetics have not come through unscathed either. Perhaps makers of natural products have felt the depression harder because of the almost unprecedented decline in prices of all raw commodities. They have been unable in the nature of things to manage and sustain their markets as have the manufacturers of fabricated goods. This has been true in all lines and not merely in perfume materials.

This very fact seems to be playing into their hands, however, for perfumers find natural products of high quality now available at prices much lower than those of a few years back, and turn to them gladly, both on account of price and because of the shifting public taste which now seems to incline toward floral perfumes.

It is a fact that neither synthetic nor natural raw materials can progress satisfactorily at each other's expense. When trade in finished products is brisk, both prosper. When it is slow, both suffer. They complement each other and go forward (or backward) hand in hand. We see a bright future for floral products and no sign of gloomy extinction. We see continued progress for manufacturers of synthetics. Both depend upon the condition of business in the consuming industries. Happily, that seems to be improving and we are confident that flowers and chemicals will improve along with it.

Why Advertising Isn't Better (A Letter to The Editor)

Editor, THE AMERICAN PERFUMER,

Sir:—I have just read Miss Leary's opinions on truth in advertising. Far from attempting to deride what she says, I should like to venture a few opinions, some in accord with Miss Leary's, and some somewhat opposed.

Miss Leary blames all on advertising men. A good many manufacturers do. Particularly when business is poor. Executives of companies in various fields have said some pretty caustic things about advertising men, even when business is good.

Being on the manufacturing and not on the advertising side of the fence I feel qualified to say that the manufacturer is often more to blame for his own plight than any one else.

Some of the "high class lines, the ethical companies, with their own laboratories and their salons" have got themselves into some fine messes due to their tactics with the trade. They can't all be called short-sighted. When they go out and put their stuff into every junk shop all over the country and let the dealer do whatever he chooses with the price—who cares what becomes of them. It would seem that some of the owners of these high priced and high class lines are bigger optimists than the little fellows with some of their ridiculous advertising claims.

Many of the high priced lines have been riding the crest of the wave until two or three years

ago. And now, unfortunately, they are beginning to feel the pinch.

The great sales resistance of the consumer, of which Miss Leary speaks, may be due, in addition to the ridiculous claims that have been made, to the fact that women have begun to wonder what good reason under heaven there might be for a good cold cream to cost \$5 or \$6 a pound.

It is true that a woman will pay more for an item if she is sufficiently sold on it, but the limit must be within reason. She may have discovered that she got as good results with an item at half the price or less.

Then again, some of these high class ethical lines use some pretty sharp tactics in getting their own demonstrators to push their lines. This, incidentally, is another thing that gets the dealer in an uproar. This condition, in combination with some of the high pressure tactics on the part of the "personality boy" salesmen in the employ of some lines causes buyers to cooperate with consumers in putting the skids under some leaders. The result, of course, is inevitable—declining prestige and lost sales.

It seems to me that if many manufacturers would start cleaning house by properly pricing, then properly merchandising and presenting their lines, they would begin to find advertising copy writers and agents a help and not a hindrance, and they wouldn't have to fear government interference either.

New York RAYMOND MARKS, *Vice-President*,
September 7, 1933 Honeytree House, Inc.

Coming Conventions

Federal Wholesale Druggists Association, Hotel Sherman, Chicago, September 25 to 27, 1933.

National Wholesale Druggists Association, French Lick Springs, Ind., week of October 2, 1933.

American Bottlers of Carbonated Beverages, Jefferson County Armory, Louisville, Ky., October 9 to 13, 1933.

National Manufacturers of Soda Water Flavors, Louisville, Ky., October 9 to 13, 1933.

Official Hairdressers' Show and Convention, Hotel Astor, New York, October 16 to 19, 1933.

American Beauty and Styles Exposition, Grand Central Palace, New York, October 23 to 27, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

Fourth Packaging Exposition, Hotel Astor, New York City, March 13 to 16, 1934.

Palmolive Sued Over Patents

Eastern Manufacturers, Inc., Jersey City, N. J., has filed suit in United States District Court, Wilmington, Del., against the Colgate-Palmolive-Peet Co., Chicago, asking the court to compel the defendant to assign to it two patents covering a process for deodorization and removal of unsaponifiable materials from soap. The Eastern company claims that under an agreement by which Colgate-Palmolive-Peet was permitted to use the Zieley process for production of fatty acids from paraffine, the two patents in question are its property.

Retail Druggists Convene in Chicago

With interesting discussions on the retail druggist's part in the N.R.A. in prospect, the thirty-fifth annual convention of the National Association of Retail Druggists opened at the Hotel Sherman, Chicago, September 18 as we go to press with this issue. This convention was considered one of the most important in the history of the association, due in no small part to the ever-changing picture under the N.R.A. which is of vital interest to every druggist. A record attendance was expected for the four-day meeting.

A comprehensive program, including several interesting addresses by leaders in the field, was in readiness for the convention. An elaborate round of entertainment also was planned, built around excursions to the "Century of Progress" Exposition.

Hairdressers Hold Annual Meeting

The thirteenth annual convention of the National Hairdressers & Cosmetologists Association opened at the Edgewater Beach hotel, Chicago, on Sunday, September 17, with a reception and registration of guests and delegates. Sessions of the convention were to commence on the following day and continue through September 21. A varied program of lectures, demonstrations and style shows has been prepared for the meeting which is expected to be one of the most successful ever held by the association. Considerable time will be devoted to discussion of the N.R.A.

Essential Oils in Palestine

A Report on Progress of Plant Growing

by H. Gordon Minnigerode,

U. S. Vice-Consul at Jerusalem

ALTHOUGH wild plants and aromatic botanicals such as thyme, peppermint, roses, jasmin, origanum, and geranium have always flourished in Palestine, only in the last decade has any serious attempt been made to list and exploit these products. Furthermore, cultivation of aromatic botanicals in Palestine and their subsequent distillation is conducted only on a small scale and is of very recent origin.

The large influx of immigration from Europe since 1920 naturally resulted in the most far-reaching changes in the economic life of the country. Many of the new arrivals were Jews with progressive ideas, coming under the impetus of the Zionist movement and imbued with the desire to develop the resources of Palestine to the utmost. Under the auspices of the Jewish Agency there were, therefore, established certain agricultural organizations such as the Palestine Jewish Colonization Assn., the Institute of Agriculture and Natural History and the Jewish Agricultural Experiment Station. In cooperation, these bodies undertook a detailed study of the natural flowers and essential oils of Palestine and the best means for their development. Valuable assistance was received from the Department of Agriculture and Forests of the Palestine Government enabling research along certain lines of botanical cultivation previously untouched in this country.

Native Aromatic Botanicals

The principal wild aromatic growths which have received attention as essential oil materials are chiefly those of the labiate group. *Thymus capitatus*, for example is quite prevalent, particularly in the vicinity of Jerusalem, on Mt. Carmel, on the hills of Rishon-le-Zion and around Tel-Aviv and Petach Tikvah. *Origanum Maru* also is found in large numbers on the mountains near Jerusalem, on Mt. Carmel, Mt. Gilboa, and in Upper and Lower Galilee. Pennyroyal (*Mentha Pulegium*) occurs in swamps and near banks of streams as well as *Mentha Silvestris* L. Sweet balm (*Melissa Officinalis*) is common in moist shady places. Three species of lavender are found growing wild in Palestine as well as a cultivated garden variety. *Narcissus Tazetta* grows on the hills and heavy soil in the Sharon Valley in considerable quantity and *Hyacinthus Orientalis* is found on the Safad mountains. *Lausonia Alba*, which contains an essential oil used considerably by the Arabs is also quite abundant.

While many other essence yielding botanicals are available in a wild state in Palestine, it is generally considered to be inadvisable to undertake the development of a large essential oil industry in this region based upon the use of wild plants, by reason of their scattered growth necessitating a heavy initial expenditure for hand labor. On the other hand, the future success of

such an industry predicated upon cultivated botanicals seems more promising.

Distillation From Wild Botanicals

Small quantities of thyme and origanum oils are produced by farmers and small independent distillers and sold to merchants in Jaffa. A small trade is also carried on in wild botanicals such as thyme by a firm in Artouf. There was until the summer of 1929, a small plant in Artouf Colony on the Jerusalem-Jaffa railway where origanum oil was extracted, but this distillery was destroyed in the riots of that year and has apparently not been rebuilt.

Cultivation of Aromatic Botanicals

Due to the recent establishment of essential oil activities in Palestine, systematic plantings of aromatic botanicals are not yet extensive. The chief scene of experimental plantings is in Benjamina Colony, where jasmin, jonquils, geranium rose, estragon, and mint and grass species are being scientifically cultivated for experimental distillation purposes, under the direction of the Palestine Jewish Colonization Assn. Thyme and rosemary are found in considerable quantities in nearby areas but only the former has been collected by the Benjamina group for essential oil extraction. Experimental distillation of cassie which grows wild throughout Samasis and Judea has also been effected.

Cooperative Plant Constructed

The most recent addition to the manufacture of essential oils has been the completion during 1932 of a cooperative factory at Rehoboth, for the extraction of oil from the peels of cull and surplus oranges. It is estimated that output of this new plant should be from 1,000 to 1,500 pounds of orange oil a season. This oil is to be exported as a raw distillate and will be further refined abroad, according to present plans.

Export Trade in Essential Oils

According to available official statistics of Palestine, exports of essential oils registered a marked gain during the years 1926 to 1929, but fell sharply in 1930 and 1931. Details of this trade are presented below:

	Total Kilos	Value	To United States		To France		To United Kingdom	
			Kilos		Kilos		Kilos	
1926	1,657	£ 1,699	808		770		—	
1927	8,171	3,558	1,128		6,972		2,325	
1928	9,219	4,201	5,769		1,125		2,325	
1929	14,635	4,901	10,714		2,975		719	
1930	480	158	380		—		100	
1931 (a)	286	703	(Not available by countries)					

(a) 1st 9 months, 1931.

Thyme oil was the largest individual item shipped during the years for which statistics are given above, totaling 5,408 kilos in 1928, 14,379 kilos in 1929, and 380 kilos in 1930. The United States was the largest purchaser of Palestine essential oils except in 1927 when France was the outstanding market.

According to United States import statistics, purchases of essential oils from Palestine showed a marked increase in 1932 as compared with 1931, receipts during 1932 amounting to 20,244 pounds valued at \$11,422 contrasted with 838 pounds worth \$796 in 1931. These imports were composed of 16,906 pounds of origanum oil valued at \$9,441 and 3,338 pounds of thyme oil valued at \$1,981. Shipments from this source continued to arrive in 1933—imports of 2,490 pounds of origanum oil valued at \$1,440 being recorded during the first two months of 1933.

Palestine Exports of Thyme

In addition to export trade in essential oils, Palestine ships to foreign countries, certain quantities of aromatic botanicals. Exports of thyme are shown below:

	Kilos		£	
	1929	1928	1929	1928
1926	36,089	259	30,645	239
1927	53,165	382	13,297	94
1928	32,857	235	35,633	258

France normally receives from 80 to 90 per cent of Palestine thyme export, with the remainder destined primarily to Germany and Egypt.

Palestine consumes a small share of the local production of essential oils and in addition imports normally from 20,000 to 30,000 kilos of essential oils from foreign countries. The United States does not at present enjoy a very large participation in this trade.

Boston Hairdresses Plan Exhibit

The Massachusetts League of Women Hairdresses will conduct its first annual trade exhibition and style show at the Hotel Statler, Boston, Oct. 30-31, and Nov. 1. The Chester I. Campbell organization is staging the event.

A feature of the opening afternoon will be an address by Dr. Loretta Cummings of Boston on the care of the skin and hair. In the evening a masked hairdresser, whose identity will remain a mystery until the close of the night's program, will create new coiffeurs on the stage. During the afternoon session on the second day, interest will be centered on the child, and designing, cutting and dressing hair in this special field will be discussed. Dr. Harry Bernstein of Boston, plastic surgeon, will perform a facial uplift on the stage at night. This session will end with a Hallowe'en party and dancing. A style show will be conducted on the final night.

Miss Lillian J. Kane of Boston is president of the league. The committee in charge of the event includes: Miss Dolly Donovan of Boston, chairman of style show; Miss Gertrude Burrell of Brookline, program; Miss Rose Johnson of the Rose Millicent Johnson School of Boston, educational; Miss Lillian J. Kane, booths; Miss Edna Mitchell of Medford, music; Miss Margaret E. Burke of Boston, reception committee; Miss Mary E. Mooney, chairman of tickets; Miss Anna E. Whittemore, publicity; Miss Ruth Hodgkins of Wellesley, membership.

Maine Compels Statement of Ingredients

THE legislature of the state of Maine in its recent session passed an act (Chapter 227 of the Public Laws of Maine, 1933) for the regulation of the practice of hairdressing and beauty culture. This new law provides that all persons practicing hairdressing and beauty culture must obtain a certificate of registration after certain educational or apprenticeship requirements have been fulfilled. It provides further that the Bureau of Health of the state must approve any apparatus or cosmetic preparation used in beauty shops or hairdressing establishments.

Cosmetic preparations sold in such establishments must be approved by the Bureau of Health, and the law provides that "Any manufacturer or producer of cosmetic preparations, selling them to any person or persons licensed under this act (hairdressers or operators in beauty shops) shall file with the Bureau of Health a statement of the ingredients of each preparation."

Elmer W. Campbell, D.P.H., Director of Division of Sanitary Engineering of the Department of Health and Welfare, has advised us that this law applies to any preparation used in beauty shops or hairdressing establishments, and that manufacturers and producers wishing to sell their products to such shops in the state of Maine should file their statements of ingredients promptly. Dr. Campbell says that a short period of grace is being allowed to give manufacturers an opportunity to file such statements and for beauty shops to acquire approved products.

Swain Heads Pharmaceutical Ass'n.

R. L. Swain, Baltimore, Md., was elected president of the American Pharmaceutical Association, at the concluding session of its annual convention held Aug. 29 to Sept. 1 in Madison, Wis. Other new officers are R. P. Fischelis, Trenton, N. J., first vice-president; J. C. Krantz, jr., Baltimore, second vice-president; E. F. Kelly, Baltimore, secretary and C. W. Holton, Essex Falls, N. J., treasurer.

The officers were empowered by a special resolution of the convention to "take steps" to see that when the 18th amendment is repealed, liquor or beer is not sold in the drug stores of America. The association also went on record as favorable to an extension of the federal food and drugs act to curb "untruthful" advertising of manufactured mouth washes, medicines and other mixtures, and which would strike directly at cosmetics containing harmful ingredients.

Other resolutions asked close co-operation with the National Association of Retail Druggists, establishment of a pharmacy corps in the U. S. army and a minimum standard of equipment for professional pharmacies.

Long Leaf Yellow Pine Oil

Long leaf yellow pine oil (*Manufacturing Chemist*, June 1933, p. 183) is described as having the following constituents: alpha pinene, beta pinene, dipentene, limonene, T-terpineol, terpinolene, camphene, alpha-terpineol, beta-terpineol, fenchyl alcohol, borneol, cineol, methyl-chavicol, and camphor. A formula for pine disinfectant is given.

Some Experiments with Citral

Report of Investigation Conducted

by Dr. Marston Taylor Bogert and

Dr. Victor G. Fourman*

CITRAL, as is well known, is an exceedingly troublesome compound either to purify or to keep pure, since it is very sensitive to oxidation, heat, acids, alkalis, and many other reagents. Even when distilled at a pressure of 4 mm., in an atmosphere of nitrogen, it undergoes some decomposition. Further, methods involving the liberation of the citral from its compounds by the action of either alkali or acid are objectionable because both of these are likely to act injuriously upon the liberated citral. Most of the methods in vogue for the purification of this aldehyde are based upon its conversion first into some stable crystalline derivative, purification of the latter, liberation of the citral from this derivative by the action of acid or alkali, and rectification of the aldehyde so recovered.

Hibbert and Cannon¹ have recommended the process of Tiemann², which employs the dihydrodisulfonic acid derivative but, in our experience, this laborious method is scarcely justifiable in view of the high-grade products now available on the market, the citral so "purified" often showing a wider b.p. range than the initial material. Since even when so purified, the product is usually a mixture of the *a* and *b* forms of citral, a narrow b.p. range is scarcely to be expected.

For our purposes, we employed the best commercial citral obtainable and distilled it in an atmosphere of nitrogen at a pressure of 12 mm. From 152 g. (one mole) of citral, about 85% came over at 110°-113°. Redistilled at the same pressure (12 mm.), and in nitrogen, 105 g. was collected at 110°-112°, n_D^{20} 1.4912. Auwers and Eisenlohr³ found n_D^{20} 1.48945 as the refractive index of the citral examined by them. It was this cut, b.p. 110°-112° at 12 mm., which was used in the experimental work described in this paper. If it had stood for any length of time, it was redistilled at 12 mm. pressure, in an atmosphere of nitrogen just prior to use.

This is similar to the fraction used by Bogert and Davidson⁴ in their study of the oxidation velocity of citral. Tiemann⁵ recorded the b.p. of citral *a* (geranial) as 110°-112° at 12 mm., and citral *b* (neral) as 102°-104° at the same pressure. Our product was, therefore, obviously mainly citral *a*.

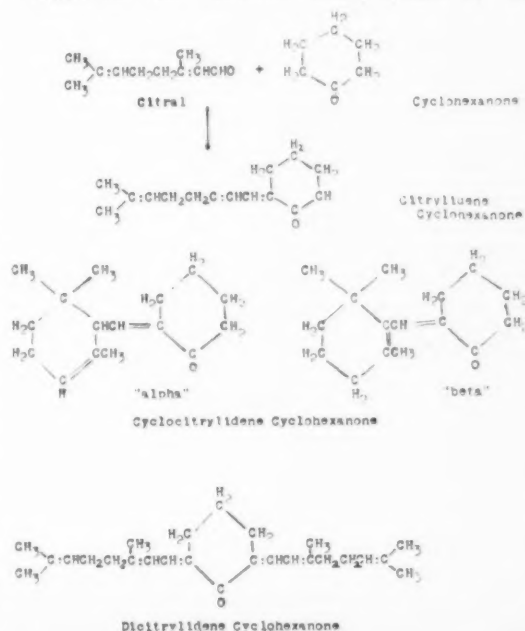
a-Citrylidene-cyanacetic Acid.—The following is a convenient modification of the Tiemann⁶ process for the production of citrylidene-cyanacetic acid:

A solution of 10 g. of chloracetic acid in 10 cc. of water was neutralized (to litmus) with about 6 g. of anhydrous sodium carbonate, 5.2 g. of sodium cyanide was added and the mixture heated to 60°. The reaction proceeded exothermally, the temperature rising to about 120°. When cold, a solution of 4.4 g. of sodium hydroxide in 30 cc. of water was poured in, and then 13.2 g. of citral was added dropwise with vigorous stirring. After some dilution with water, to cause the two layers of the mixture to coalesce, the citrylidene-cyanacetic acid was precipitated

by concentrated hydrochloric acid, the precipitate collected, washed thoroughly with water and crystallized from acetic acid; yield, 14 g., or 72%. It formed yellow prisms, m.p. 122°, and could be crystallized also from benzene or a mixture of benzene and ligroin. This m.p. (122°) coincides with that reported by Tiemann⁶ for the cyanacetic acid derivative of citral *a*.

The Conversion of Citral into *p*-Cymene by the Catalytic Action of Iodine

Citral has been converted into *p*-cymene by the



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action of phosphorus pentachloride or concentrated hydrochloric acid⁷, by potassium bisulfate⁸, or by hydriodic acid or acetic acid⁹, but, so far as we know, the use of iodine as a dehydrating agent has not heretofore been applied to such an aldehyde.

Hibbert¹⁰ was the first to explore the possibilities of a small quantity of iodine as a catalytic dehydrating agent, although Knoevenagel¹¹, a year earlier, employed iodine to eliminate the water in condensing an alcohol with an amine.

When 152 g. (one mole) of citral was distilled with 1 g. of iodine, vigorous elimination of water began at about 110° and then subsided. There were collected 14 g. of water, and 120 g. of crude hydrocarbon which came over at 170°-180°. After separation of the water, the crude hydrocarbon was redistilled with 1 g. more of iodine, and 2 g. of water and about 100 g. of hydrocarbon obtained. The latter was washed first with a dilute solution of sodium thiosulfate, to free it from traces of iodine, then repeatedly with water, after which it was dried over calcium chloride and rectified over sodium, yielding 90 g. of a colorless liquid, b.p. 174°-176° at 752 mm., n_D^{20} 1.4903; compared with a b.p. of 176°-176.6° at 760 mm., and n_D^{20} 1.4920, as given in the literature for pure *p*-cymene. The product was further identified by the preparation therefrom of the sulfonamide which, after two crystallizations from dilute alcohol, melted at 115°, which m.p. was not altered when the product was intimately mixed with an authentic sample of 2-*p*-cymenesulfonamide made from pure *p*-cymene.

The quantities of the two products obtained as above show that the yield of water (16 g.) was about 90%, that of the crude hydrocarbon (120 g.) about 88%, and of the pure cymene (90 g.) about 68%, of that calculated.

When the 152 g. of citral was distilled with only 0.33 g. of iodine, the yield of cymene was only 50%, and there was collected, as a by-product, about 20 g. of a fraction which distilled undecomposed at 310°-315°, at atmospheric pressure, was a viscous liquid, which refused to congeal even when left for several months at about 0°. It has not been further investigated.

Citrylidene Cyclohexanone, $C_{16}H_{24}O$.—In condensing citral with other compounds, the use of acids is apt to be especially deleterious, for hydrochloric acid even at -5° transforms much of it into *p*-cymene⁸, and acetic anhydride yields citral enol acetate, citral diacetate and citronellyl acetate¹².

Hibbert and Cannon¹, in their syntheses of new ionones from citral, found that citral condensed only with those ketones which carried a CH_2 adjacent to their CO group. We have, therefore, investigated the behavior of citral with a cyclic ketone in which there exists such a juxtaposition of the CH_2 and CO groups, using cyclohexanone as our initial material.

The cyclohexanone was fractionated with a long and efficient column, collecting for our experiments the fraction b.p. 155°-156° at 756 mm. The citral used was the fraction already described, b.p. 110°-112° at 12 mm.

The use of dry hydrogen chloride as a condensing agent is inadvisable also in the case of cyclohexanone, for it causes a bimolecular condensation of the ketone itself to cyclohexylidene cyclohexanone. We have found, however, that when cyclohexanone is treated

with sodium ethylate, in absolute alcohol solution under conditions similar to those described in the experiments which follow, there is little if any such effect.

A solution of 50.7 g. of citral, 65.3 g. of the ketone and 50 cc. of 95% alcohol, was treated dropwise with a sodium ethylate solution prepared by the addition of 1.6 g. of sodium to 75 cc. of absolute alcohol. During the addition of this sodium ethylate (30 minutes), the mixture was stirred vigorously and its temperature maintained at -5° to 0°. Upon the completion of this operation, the solution was poured into a liter of ice and water covered with a layer of ether. The alkali was neutralized by the addition of 7 g. of tartaric acid in brine solution, agitating the mixture vigorously at the same time, so as to separate the oil and get the product away from the alkali and acid and into the ether layer as quickly as possible. After washing the ether extract with brine until the washings were neutral to litmus, this extract was dried over anhydrous sodium sulfate, the ether evaporated and the residue distilled at a pressure of 16 mm. There was obtained 18 cc. of unchanged cyclohexanone. The residue, fractionated twice at 2-3 mm. pressure, yielded 10 g. of a cut, b.p. 156°-160° at 2-3 mm., as a colorless odorless liquid; d_4^{20} 0.9498, n_D^{20} 1.54363.

Anal. Calcd. for $C_{16}H_{24}O$: C, 82.68; H, 10.42. Found: C, 82.31; H, 10.34.

An attempt was made to ascertain the m.w. (calcd., 232.2) of this product by a determination of its bromine number in carbon tetrachloride solution. The initial absorption of bromine proceeded rapidly but, due to darkening and apparent decomposition near the saturation point, it was impossible to get any clear end-point. Experiments for the preparation from this product of a crystalline oxime, phenylhydrazone, 2, 4-dinitrophenylhydrazone, semicarbazone, or bisulfite compound, proved unsatisfactory. With phenylhydrazine, there appeared to be some reaction but, as is well known, this reagent does not readily form crystalline derivatives with ketones of pseudo-ionone type.

Dicitrylidene Cyclohexanone, $C_{20}H_{28}O$.—In the rectification of the crude citrylidene cyclohexanone, there always remained in the distilling flask a small amount of higher boiling material.

To learn something of the nature of this latter, 152.1 g. of citral was condensed with 196.2 g. of cyclohexanone, in the presence of sodium ethylate, as already described, and the crude product was fractionated at 3 mm. pressure. After separation of unchanged initial materials, there was collected a fraction of 30 g. b.p. 215°-220°. Redistilled at 2 mm. pressure, 5 g. was cut out boiling below 215° and 5 g. above 220°, and the middle fraction of 20 g. (b.p. 215°-220°) was again fractionated at 2 mm. pressure. A cut, b.p. 196°-200° at 2 mm., and amounting to about 10 g., was collected. This congealed in a freezing mixture, but could not be crystallized satisfactorily. At room temperature, it formed a yellow viscous liquid, of weak aroma, recalling somewhat the very faint odor of pseudo-ionone.

Cyclocitrylidene Cyclohexanone, $C_{18}H_{26}O$.—A mixture of 30 g. of citrylidene cyclohexanone with 120 g. of 85% formic acid was refluxed for 2 hours, the mixture then thrown into water, extracted with ether, the ether extracts dried over anhydrous sodium sulfate, the solvent removed and the residue distilled at 2 mm.

pressure, giving 10 g. of a fraction b.p. 131°-135° which, when redistilled at the same pressure (2 mm.) yielded a cut, b.p. 132°-134°, which was analyzed

Anal. Calcd. for $C_{10}H_{16}O$; C, 82.68; H, 10.42. Found: C, 82.57; H, 10.97.

As yet no solid crystalline derivatives of this product have been secured. The compound possesses a cedar type of odor, when dilute somewhat recalling that of ionone, whereas the uncyclized compound is practically odorless. Thus, in the matter of odor and in the drop of 20° in b.p., the resemblance of this cyclized product to its uncyclized progenitor is not unlike that of ionone to pseudo-ionone.

Attempts to cyclize the citrylidene cyclohexanone by the action of either phosphoric or sulfuric acid, under various conditions, proved futile.

1. Citral can be converted into *p*-cymene, in yields of 68% or better, by distillation with small quantities of iodine.

2. Citral can be condensed with cyclohexanone, in the presence of sodium ethylate, with formation of mono- and di-citrylidene cyclohexanones.

3. By refluxing citrylidene cyclohexanone with formic acid, it is cyclized to the cyclocitrylidene cyclohexanone, akin to the transition of pseudo-ionone and like it resulting in the conversion of an odorless to an odorous product, the new compound having a cedar type of fragrance.

Acknowledgments

This investigation was made possible by the generous financial support of the Associated Manufacturers of Toilet Articles, notably of G. A. Pfeiffer, president of Richard Hudnut, New York, as well as of the trustees of the Joseph Henry fund of the National Academy of Sciences. We are under obligations also to the following members of the industry, who aided us with contributions of citral or cyclocitral: Compagnie Parento, Inc., Croton-on-Hudson, N. Y., (A. Doolittle); Fritzsche Bros., Inc., New York (F. E. Watermeyer); George Lueders & Co., New York (George Lueders); Givaudan-Dalawanna, Inc., New York (Dr. Eric C. Kunz); Flora Aromatics Co., Inc., New York (E. Seebach); and Fabrique des Produits Organiques Albert Verley, of France (Albert Verley).

¹ Hibbert and Cannon, *J. Am. Chem. Soc.*, **46**, 119 (1924).

² Tiemann, *Ber.*, **32**, 117 (1899).

³ Auwers and Eisenlohr, *J. prakt. Chem.* [2], **84**, 61 (1911).

⁴ Bogert and Davidson, *Am. Perfumer Ess. Oil Rev.*, **24**, 587 (1929).

⁵ Tiemann, *Ber.*, **32**, 107 (1899).

⁶ Tiemann, *Ber.*, **33**, 877 (1900).

⁷ Dodge, *Am. Chem. J.*, **12**, 561 (1890).

⁸ Semmler, *Ber.*, **24**, 204 (1891).

⁹ Tiemann and Semmler, *Ber.*, **28**, 2134 (1895).

¹⁰ Hibbert, *J. Am. Chem. Soc.*, **37**, 1748 (1915).

¹¹ Knoevenagel, *J. prakt. Chem.* [2], **89**, 11 (1914).

¹² Semmler, Jonas and Roemisch, *Ber.*, **50**, 1826 (1917).

[Contribution from the Chemical Laboratories of Columbia University and the Research Department of the Associated Manufacturers of Toilet Articles.]

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Sulfur Hair Lotions

The increasing popularity of sulfur hair tonics, has brought these to the fore again. Colloidal sulfur is usually used over the sulfur flowers, because of its extreme fineness. Colloidal sulfur is supposed to be readily assimilated by the scalp. It is further supposed to stimulate circulation to the hair follicles. The usual lotions contain anywhere from ½ to 5% of colloidal sulfur. Some have up to 2% of carbolic acid added. Others contain small amounts of oxyquinoline sulfate.

Cholesterol Hair Lotions

These tonics and lotions gained their popularity abroad. Now, they are being made by several manufacturers in this country. To make a permanent tonic of this nature it is important that the alcohol used be of a high proof. So called anhydrous isopropyl alcohol can be used along with the usual alcohol or alone. When used with ethyl alcohol 5 to 10% is sufficient; when used alone as the solvent it should comprise not less than 65% of the total. The finished tonic should be colored a golden yellow. From 0.2 to 0.5% cholesterol are used along with slightly smaller amounts of lecithin.

Caution on Deodorants

The writer had occasion to open a bottle of a very popular deodorant recently, only to find the metallic shaker top to be completely corroded with a black and green deposit. The liquid, which was originally a nice red, was a turbid gray. The deodorant was of the formaldehyde type. Apparently, even the large manufacturers do not sometimes reckon on the length of time a product must stand on the shelf before being sold. Wonder what the consumer of this bottle would think on purchasing it? Let's try to remember incompatibilities. It's for your own good.

Flesh Colored Talcum Powder

So many of the best talcums are made in the old fashioned white shade that it is a pity to say the least. People no more think of using white face powder, than they would of using white wash. Why then, use a white talcum. It stands out on the skin like "Schnozzle" Durante's nose.

Pe-mou Oil

Another cedar-wood oil, of a pale yellow color, with a modified cedar-like odor, suggestive of new mown hay, coumarin or terpineol. It has been used in France as a perfume for soap. The odor is very agreeable.

Lanolin Constituents for Cosmetics

*Various Components Secured by Splitting
Can be Used in Many Ways,*

by Josef Augustin

LANOLIN, which represents a mixture of various ester compounds from fatty acids and alcohols, can be separated by cleavage of its esters into the principal constituents: fatty acid and alcohol. The cleavage requires stronger energy than the cleavage of glycerine-fatty acid-esters (fats). The split fatty acids are hardly adapted to cosmetic soaps, even in low percentages. They are not desirable either for wax soaps, since they contain too many unsaponifiable substances, which impair the lathering power. In addition to this they color the soaps and make them sticky. However, these fatty acids find advantageous application in the field of technical fats, such as viscous fats, boring fats, adhesion fats, and other types of fats.



The Alcohol Components

In contrast to the lanolin fatty acids the alcohol component of lanolin is well adapted for use in cosmetic preparations. The free alcohol component consists of various alcohols. The most important of these are cholesterolin, ischolesterin, metacholesterolin, oxycholesterin, lanolin alcohol, ceryl alcohol, carnaubyl alcohol, cetyl alcohol. The mixture of these alcohols is designated by the name wool wax or wool fat alcohol. It is a consistent mass redolent of lanolin, of a yellowish to brownish hue according to its purity. The consistency changes like that of coconut oil very strikingly within comparatively narrow limits. At say 5°C. and particularly below, it is harder and more brittle than wax. At about 25°C. and especially below, it becomes more plastic, more kneadable and more sticky or viscous than beeswax. Inasmuch as it possesses great power of resistance against oxidizing influences (air and moderate chemical influences), wool wax does not become rancid, forms no fatty acids, does not become resinous and is comparatively neutral against chemicals. It does not alter under high pressure. The conditions of solubility of wool wax are deserving of special attention in practical operations. In all fat soluble agents and in alcohol it dissolves considerably faster and to a greater extent than lanolin and than its individual alcohols (with the exception of the more readily soluble ceryl and lanolin alcohols). Just as lanolin, in certain cases dissolves more easily and thoroughly, wool wax also dissolves in molten fat and warm oils in every proportion of mixture. Should there be trouble with decomposable fats, these fats are protected against decomposition to a certain extent by wool wax.

The specific properties of the individual alcohols are present in wool wax to the extent that the component alcohols are present on a percentage basis. The active group of the cholesterolins, which comprises more than

50 per cent of the wool wax, imparts to the wool wax its outstanding effects, whereas the other alcohols have no great importance attached to them. On the contrary, the latter, especially lanolin alcohol, form worthless, burdensome by-products that cause stickiness, at least for cosmetic purposes. Accordingly, the best thing would be to separate the cosmetically valueless alcohols, which, however, is rather difficult. On the basis of the observation that lanolin alcohol dissolves quite freely in about 80 per cent warm ethyl alcohol or 75 per cent isopropyl alcohol, whereas the cholesterolins are soluble in these only in insignificant quantities, a more simple method of separation could be built up.

However, in the trade a wool wax purified in this manner, which thus contains practically only the four kinds of cholesterolins, might be unobtainable. For this reason ordinary wool wax is often used for practical operations as an extremely cheap crude cholesterolin material. Its price is but a trifle higher than that of lanolin, whereas pure cholesterolin is from 50 to 100 times more expensive.

Particularly striking and valuable is the property of wool wax to bestow upon all ointment materials the ability to absorb large quantities of water into stable emulsions. The water-absorbing principle of lanolin and of wool wax arises from the high molecular alcohols, oxycholesterin and metacholesterolin, contained therein. It is impossible to incorporate water into the wool wax alone on account of its solid consistency. Melted with other oils and fats these absorb large quantities of water, even when stirred in cold, in which case, however, at ordinary temperatures the fatty mixture must have a lard-like softness. The fatty mixtures, according to the particular percentage of wool wax, take up from several times to many times their weight in water (partly also glycerin, glycol, alcohol). While petrolatum alone absorbs only 10-15 per cent of water without exudation, it is possible to produce the following creams with high water content: 2 per cent wax and 35 per cent petrolatum are melted with one another, at about 30°C. and allowed to cool and 63 per cent water at 35°C. are mixed by stirring in small portions.

A lanolin cream containing much water forms from: 2 per cent wool wax, 3 per cent petrolatum, 3 per cent spermaceti, 14 per cent lanolin, and 78 per cent water; Melt fats; mix in water by stirring as above.

With a suitable composition it is even possible to compound the fatty fused mass with ten times as much water. In all these and similar cases fine creams form, almost white (with a higher content in wool wax ivory-colored) which have an excellent cooling effect and which mitigate irritation and inflammation of the skin.

These latter properties manifest themselves more particularly in combination with lanolin.

Action of Cholesterin

Inasmuch as wool wax contains about 20 per cent straight cholesterin, it can produce the valuable effects of cholesterin to a much greater extent than lanolin, which contains cholesterin only in combination. An addition of say 3 per cent wool wax has approximately the effect of 0.5 per cent of pure cholesterin.

The most important component of the wool wax is doubtless the cholesterin. Inasmuch as very many articles have been published on this subject, only a few interesting properties need be brought out here.

Properties

Cholesterin (also the other cholesterins) is free from nitrogen and phosphorus in contrast with lecithin, and in contrast with lecithin and other fatty substances it contains cyclic nuclei. Lecithin is an ester-like compound while cholesterin is an alcohol that is incapable of swelling and cannot be electrically charged. Cholesterin, which is formed in the human and animal body by synthesis, is secreted in case of excess through the bile or through the intestine. Also it undergoes no transformation in the digestive tract or canal and withstands the majority of chemical influences, even boiling alcoholic potash lye. On the other hand with acids it inclines toward the formation of esters and similar combinations, from which there always again result free cholesterin and the other components through cleavage. Cholesterin was isolated from gall stones by Green as far back as 1788, and hence the name (from the Greek *chole*, meaning gall, and *stereos*, meaning permanent). It is found in the most varied organs and tissues and in well-nigh all animal juices and liquids. Thus the yolk of a hen's egg contains 1.75 per cent bile, 1.6-3.4 per cent milk, 0.04 per cent brain, 20 per cent (of the solid matter), the nerve tissue copious quantities (for example the *nervus ischiadus* 12.22 per cent), blood 0.31 per cent, red blood corpuscles 0.15 per cent, spermatozoa 15-16 per cent. It is also found in the human skin, in hair, in the horn of the cow, hoof, cod-liver oil, wool fat and in pathological structures (pus). Of course it is also found in all animal fats such as cow's butter and kidney fat. It is not present in vegetable materials.

Through its crystalline form it is differentiated from isomeric phytosterin, which is present only in vegetable fats, juices and seed. Both have the composite formula $C_{27}H_{46}O$.

Cholesterin is obtained principally from wool fat. Inasmuch as its purification demands many careful working operations, the price of chemically pure cholesterin is very high. In many cases its production from other materials, which in comparison with lanolin contain considerably less cholesterin, is more advantageous because of easier purification.

For cosmetic purposes in most instances a less pure cholesterin suffices. Such products contain a certain percentage of isocholesterin, metacholesterin and oxycholesterin, a so-called crude cholesterin, which costs only about half of what cholesterin costs.

Cholesterin dissolves readily in organic solvents, such as chloroform, carbon tetrachloride, isopropyl alcohol, in fats and oils (fatty and ethereal) and in ethyl alcohol to a certain degree. However, concentrated solutions of these easily become turbid at low temperature or upon long standing or else give off a part of the cholesterin in crystals. The turbidity and the separation occur particularly in oils, less in the solid fats and very readily in alcoholic solution. The latter can be compounded only with a little water if a permanent content of 0.5 per cent cholesterin is desired. Even in the case of a content of only 0.1 per cent hardly more than 20 per cent water should be added in order to avoid further separation. However, the addition of carbon tetrachloride or isopropyl alcohol, which to a greater or less extent prevents the separation, is a disturbing factor on account of the odor and perhaps also on account of injuries to health (at least carbon tetrachloride). For this reason I am unable to recommend the following cholesterin hair tonic, which, however, is good in respect to solubility and and cholesterin action:

Isopropyl alcohol	66	gr.
Glycerin	3	"
Cholesterin	0.5	"
Blossom oil	1	"
Distilled water	29	"

Since a hair tonic or toilet water, which in the long run should not irritate and dry out the skin, must not have more than 60-70 per cent alcohol, it is a very difficult matter with this alcohol content to work in sufficient cholesterin and to obtain a clear solution. For this reason it is preferable to use the milky form of emulsion for liquid cholesterin preparations. One gram of cholesterin is dissolved in 5 gr. of heated mineral oil and a solution of 0.5 gr. of sodium choleate in 5 gr. of glycerine at a heat of about 130°C. It is slowly stirred into the still hot (130°C.) cholesterin solution. Then a hot solution of 0.5 gr. borax in 100 gr. of water is stirred into it. The mass is stirred cold or agitated.

The emulsion becomes more stable if instead of mineral oil a mixture of 1 gr. lanolin, 1 gr. peanut oil, and 3 gr. cocoa butter is used.

This emulsion is suitable for hair tonic for the reason that there are no sticky constituents present. The fat spreads very well, easily penetrates the scalp, exerts an action that renders the skin supple and gives strikingly little oily luster.

The penetration and the emulsification of the cholesterin and of the fat are promoted by the sodium choleate, which at the same time renders the hair and the scalp soft and supple. In case peanut oil and cocoa butter are used, one must not forget to protect the emulsion from rancidity, by further stirring into it a solution of 0.15 gr. of paraoxybenzoic acid methyl ester in 1 gr. of alcohol or other suitable preservative.

It is interesting to find that even several decades before the action of cholesterin became known corresponding hair pomades were produced, notably from bile of oxen and bone marrow, which contain cholin, potassium and sodium choleate, lecithin and cholesterin.

In preparing toilet water emulsions, the emulsion can be produced much more easily and can be made considerably more stable by the use of soap and other emulsi-

fiers. For example, 1 gr. of cholesterin is melted in 2 gr. of stearin alcohol, to which is added a solution of 1 gr. of potassium stearate in 100 gr. of water at 130° and then a hot solution of 2 gr. of potassium stearate in 100 gr. of water. This produces an emulsion free of fat.

Face lotions containing fat and cholesterin can be produced most simply. Cholesterin is melted in oils, waxes and stearin alcohol, and soap-containing water is further stirred into the fused mass. Instead of or in conjunction with stearin alcohol, monostearin glycerine ester or glycol stearate can be used, and instead of potassium stearate, triethanolamine stearate can be used. Oil containing cholesterin is obtained by the solution of 1-2% of cholesterin in the heated oils. A slight addition of benzyl benzoate keeps the oils clearer. These oils may be used as excellent oils for the hair and for the functions of the skin.

Cholesterin cold creams are prepared just like ordinary cold creams merely by dissolving cholesterin in the fatty fused mass.

Cholesterin day creams are best prepared using a hot oil solution concentrated as much as possible and stirring it into the finished day cream or else a concentrated solution of cholesterin and stearin alcohol in warm ethyl alcohol.

The cheaper isocholesterin can be used in the same way as cholesterin. However, it is unlikely that the latter will act so energetically and safely. The other component parts of wool fat alcohols, notably metacholesterin and oxycholesterin, likewise produce a certain cholesterin action. However, their actual effect consists in the fact that they enable other fats (principally of ointment-like consistency) to absorb large quantities of water. Quite a solid ointment, produced by solution of 2½ to 5% oxycholesterin with 97½% to 95% petro-

latum, is odorless, fairly colorless, and permits of combination up to 600% water, and this even when worked in cold. Mixing of the hot water with the molten ointment body requires strong stirring until the material is cold and despite this it yields only unsafe and ununiform results.

The following mode of operation proves to be entirely simple and safe: About a fifth of the water to be worked in is stirred hot in small portions into the cold or only slightly heated ointment base. Thereupon the remaining water is stirred in cold. However, in the case of cosmetic creams it is not advisable to go to the extreme limit, since the preparations suffer impairment in their ability to be rubbed on smoothly and softly. The most advisable water addition lies between 100-150%.

Inasmuch as the water gradually evaporates and draws from the skin lying under it the necessary heat of evaporation, these hydrous ointments act as compresses and can be designated as cooling salves. In order to increase the cooling action and assuagement of irritation, acetic acid alumina solution (Liquor aluminii acetici) or menthol-containing alcohol, can be substituted for a part of the water. Also solution of pharmaceutical and cosmetic substances in water, alcohol and glycerine can be worked in. According to my observations, the following ointment base has a still higher water absorbability: 74 gr. petrolatum, 3 gr. oxycholesterin, 20 gr. lanolin, 3 gr. wool wax, melted with one another and left to solidify.

The component parts of the alcohol constituents of lanolin prove to be extremely useful for the production of materials for the care of the skin, and their favorable influence upon the skin ought to be conducive to their wide use.

Recent Lecithin Article Supplemented

ADDITIONAL information regarding the use of lecithin in cosmetics has come to light since the publication of the article on this subject by Josef Augustin in our issue of September, 1932. The author supplements the article with the following.

Under the heading "Lotions," monostearin-glycerin-ester was mentioned as a medium to make saponified lecithin emulsions more stable. In the meantime I have been informed, that the use of these esters for the manufacture of emulsions violates a patent. Monostearin-glycerin-ester may, however, be used in the form of the trade marked product of the holder of the patent in the manufacture of these emulsions.

In preparing milled lecithin soaps, several tests have shown still further improvement, even if manufactured on a large scale. The easiest way of manufacture and the best keeping quality is obtained when not only oil free lecithin is used, but an oil free lecithin which contains instead of the removed oils a stable fat substance, i. e. lanolin or petrolatum. These fat substances protect the lecithin when stored and in the soap. Their preparation is simple, the soap is excellent in appearance and faultless when in use. (Thick lather, no breaking or peeling, full use to the last paper-thin chip.) Further attempts are being made to combine the oil-free lecithin with emulsifying fat sub-

stances and to add this combination to soaps, as well as to use pure or synthetic lecithin in its manufacture by cold saponification. Considering the short time of experimentation in this direction, nevertheless, very good results have been obtained. The above procedure of manufacture, however, requires still more research in order to be able to make a just claim.

Packaging Exposition in March

The fourth annual Packaging Exposition will open in the Hotel Astor, Broadway and 44th street, New York City, March 13th, 1934, for a four day display of the latest advances in the technique and economics of modern packaging, packing and shipping, under the auspices of the American Management Association, according to an announcement by Irwin D. Wolf, secretary of Kaufmann Department Stores, Inc., Pittsburgh, and chairman of the packaging exposition council of the association.

The Exposition, as in previous years, will be concurrent with a succession of daily conferences and clinics, dealing with consumer marketing, packaging, packing and shipping. Preliminary exposition arrangements have already been completed and there are advance indications of widespread interest, Mr. Wolf stated.

TRADE NOTES



Healy Joins Richard Hudnut

Richard Hudnut Sales Corp., New York, has advised us of the appointment of D. K. Healy as advertising manager. Mr. Healy has been identified with the advertising field for many years, having been associated with various agencies and several leading companies.

The company recently inaugurated a "spot" radio broadcast over leading stations featuring the "Marvelous" line of toilet preparations. The program, which consists of an orchestra and tenor in addition to a constructive and instructive commercial feature, reaches the leading merchandising centers of the United States. It marks the first national advertising venture of the company in some time.

D'Escayrac Returns from France

Bernard D'Escayrac, vice-president and general manager of Guerlain, Inc., New York, returned on the *Europa* late in August from a two months' stay in France, and expressed himself as being well satisfied with the change for the better that had taken place in business here during his absence.

Mr. D'Escayrac's trip was in the nature of a combination of business and pleasure. He spent most of his time in Paris where he conferred with principals of the house of Guerlain, and in addition made a number of pleasure trips about France. Business conditions remain quiet there, he said, in marked contrast to the bustle and excitement he encountered on his return here.

Lengyel Appoints R. B. Semler, Inc.

Georges Lengyel, president of Lengyel Frères, Paris and New York, has advised us that R. B. Semler, Inc., New York, has been appointed exclusive sales representative for his company's "Extrait Imperial Russe," a product which has already met with considerable success in the United States. Mr. Semler's organization is planning an extensive campaign on this product.

The Semler organization, manufacturer of "Kreml" hair tonic and shampoo, will advertise over a coast-to-coast radio hook-up, bringing its product into national distribution. The program will feature the "Voice of Experience," advisor on domestic problems.

Merck on Manufacturers Board

George W. Merck, president of Merck & Co., Rahway, N. J., has been named representative for the state of New Jersey on the board of directors of the National Association of Manufacturers.

Smith Back from Europe

Cecil Smith, president of Yardley & Co., Ltd., New York, and president of the Associated Manufacturers of Toilet Articles, returned on the *Lafayette* September 8 after a Summer spent in England.

Mr. Smith arrived in London just at the opening of the Economic Conference. He says that while the British officials and public are greatly disappointed at the virtual failure of the conference, and are inclined to lay the failure at the door of the American government, still there is keen appreciation of the reasons why President Roosevelt adopted the course with regard to the conference which he did. Leaders of British thought, and especially the better newspapers, appreciate the



CECIL SMITH

fact that stabilization of currency at the time of the conference could not be reconciled with the President's program for domestic recovery.

Mr. Smith found a great deal of sympathetic understanding and appreciation of the recovery program in the United States among the British public and British officials as well. He pointed out that recovery from depression in all countries had taken substantially the same general course. When it became impossible in all countries to invest surplus funds to good advantage in productive enterprises, these funds backed up, with the result that resources became frozen, buying power diminished, and we were in the midst of a depression. The effort in all countries has been to take these unproductive funds and distribute them, one way or another, among the consumers so as to stimulate buying.

In England this took the form of extremely heavy taxation of all kinds and a deliberate distribution in the form of the "dole". In the United States this takes the form of the N.R.A. program which, for America, Mr. Smith believes, is undoubtedly superior to the system adopted in Great Britain, although doubtless the British system is better for them. Mr. Smith has great confidence in the success of the N.R.A. program and hopes that this method may well succeed in increasing wages and employment before there is a substantial rise in prices, thereby leading to heavier buying and a general improvement in the economic situation. He is confident that perfumes and toilet preparations will share lib-

erally in any increase in the public's purchasing power.

Regarding the A. M. T. A. and its activities in drafting the code, Mr. Smith says that he is confident that any small differences existing among the various groups in the industry can be ironed out without difficulty, and that the entire trade can unite on a satisfactory code to be presented by the A. M. T. A.

Clement Now with Coty

Don B. Clement has become associated with the merchandising staff of Coty Inc., in the capacity of supervisor of sales agents. His office will be at the company headquarters in New York. His long period of activity—over twenty years—in the wholesale field, and his diversified experience ranging from salesman to buyer and supervisor, makes him especially fitted to cooperate in the development of the company's merchandising plans. For the past four years, Mr. Clement has been connected with the sundry department of the executive merchandising office of McKesson & Robbins, Inc., New York.

Marriage of Harry Hilfer

We have received an announcement of the marriage of Harry Hilfer to Ruth Forester Channell of Swarthmore, Pa. The couple were married in Los Angeles and A. T. Frascati was best man. Both Mr. Hilfer and Mr. Frascati are connected with Max Factor & Co., Hollywood.

Cosmeticians Meet in Chicago

The American Cosmeticians Association held its 14th annual convention at the Hotel Sherman, Chicago, August 21 to 24, with Mrs. M. B. McGavran, president, presiding. Ruth D. Maurer, of Rudemar Corp., New York, was made permanent chairman.

A large number of interesting exhibits were presented in the trade show. Among those having such displays



COSMETICIANS OFFICIALS DISCUSS CODE

Standing left to right: J. A. Petersen, Mrs. M. B. McGavran, Paul Titus, Harold Dempsey. Seated, left to right: Mrs. Winnifred Fayant, Miss Frances Martell, Mrs. Ruth D. Maurer.

were American Drug & Chemical Co., Boyer International Labs.; Colgate-Palmolive-Peet Co.; Coty, Inc.; J. Eavenson & Sons, Inc.; E. Fredericks, Inc.; Hyman & Hyman, Inc.; Murine Co., Inc.; Rapidol Dist. Corp.; Rudemar Products Co., and George H. Weyer.

Dyke Now Colgate Advertising Manager

Ken R. Dyke has been appointed general advertising manager of the Colgate-Palmolive-Peet Co., E. H. Little, vice-president in charge of sales and advertising, has announced. The appointment dates from September 1.

On taking up his new position, Mr. Dyke resigns as vice-president of the Johns-Manville Sales Corp. He has been in charge of the advertising and promotional activities of the Johns-Manville company for the last five years.



KEN R. DYKE

Before joining Johns-Manville, Mr. Dyke was an executive in the advertising department of the United States Rubber Co. He is chairman of the copy testing committee of the Association of National Advertisers, and is a member of the advertising review

committee which was formed jointly by the ANA and the American Association of Advertising Agencies to aid in the elimination of practices "which tend to bring advertising and advertising claims into disrepute."

McCormick Opens Canadian Plant

McCormick & Co., Inc., Baltimore, in line with its expansion program, has opened a branch factory in Canada, incorporating McCormick & Co., (Canada) Ltd. Charles P. McCormick, president of the Baltimore concern, is also president of the new company. George M. Armor and Conrado de LaMar are vice-presidents and William L. Bean, secretary-treasurer. Harry J. McCahey of Toronto, Canada, has been appointed sales manager with offices in the Commerce and Transportation Building, Toronto. Mr. LaMar, who is export manager for McCormick & Co., Baltimore, has recently returned from Canada where he completed details connected with the opening of the new company, and made final arrangements for a booth at the Toronto Exhibition. Several of the company's main lines will be manufactured and distributed. Agricultural, garden and household insecticides and glue are first to take their place in this new market, and will be followed later by other lines.

Miss Cole, Ogilvie Advertising Manager

Miss Helene J. Cole has been appointed advertising manager for Ogilvie Sisters, New York, and under her direction a national advertising campaign is being planned which will feature "A Courtesy Hair Treatment" in department stores and salons. The company believes that the new campaign will awaken women to hair consciousness.

New Vivaudou Radio Program

V. Vivaudou, Inc., New York, began a series of radio programs early in September featuring Cyrena Van Gordon, celebrated operatic star and concert artist. "Djer-Kiss" perfumes and powders will be advertised on these broadcasts.

R. L. Watkins Moves to Newark

R. L. Watkins Co. has completed plans for moving its manufacturing plant and general offices from Cleveland to Newark, N. J. The company has taken over the former plant of the Ellis Adding Typewriter Co., a unit



NEW R. L. WATKINS PLANT AT NEWARK

of the National Cash Register Co., at 338 Elizabeth avenue, Newark, and it is expected that 150 people, a number of whom will be brought from Cleveland, will be employed. The company manufactures "Dr. Lyon's" tooth powder, multified coconut oil shampoo, and other toilet preparations.

It is expected that the plant will be in complete operation some time in October. The removal from Cleveland was decided upon with the idea of expanding the business and to secure a location which would afford easier distribution in the world's markets.

Poland N. R. A. Speaker

Carter D. Poland, president of Poland Soap Works, Anniston, Ala., was one of the principal speakers at an N.R.A. mass meeting held at Anniston August 28. Former Governor Thomas E. Kilby also spoke on behalf of the N.R.A. program.

Davis Back from West

John H. Davis, vice president and general manager of Renaud et Cie. in America, recently returned to Boston headquarters after contacting district managers through the Middle West, as far as Twin Cities. He reports conditions in this territory extremely encouraging. Since prices advanced, every farmer is shelling corn and bringing it to market. Buying power in the rural districts is rapidly increasing. Mr. Davis made the return trip through Chicago, where Renaud has twenty-two World's Fair exhibits.

Pierre Vouga, president of Renaud et Cie., underwent an operation on his foot at Neufchatel, Switzerland, the latter part of August. He has made an excellent recovery under the care of his brother, Dr. Paul Vouga, of Neufchatel, who took charge of the

Muir on Bank Board

The opening of the New National Bank of Grand Rapids discloses on the board of directors, Boyce K. Muir, president of the Muir Co., Grand Rapids. The new bank is succeeding the Grand Rapids National Bank, which has been closed since the banking holiday in February, and is at present the only National Bank in Grand Rapids. Mr. Muir has said that he considers it a wonderful opportunity to work for the good of the community by helping to get the new bank into operation, thus freeing several millions of dollars in deposits, which have been impounded for six months.

Hammond on Western Trip

C. A. Hammond, manager of the Chicago office of F. N. Burt Co., Ltd., Buffalo, has just returned from a business trip to Minneapolis, St. Paul and Winona, Minn., where he found conditions in the toilet preparations field apparently on the up grade.

Michigan Golfers Hold Tournament

The Michigan Cosmetic and Extract Association held another golf tournament at the Lakewood Golf and Country Club, Ontario, Canada, early this month. Eighteen holes of golf were followed by an excellent dinner served at the clubhouse. Another and final tournament is to be held late this season, the date to be set by the entertainment committee. The accompanying photograph shows a few of the Michigan golfers at Lakewood.



MICHIGAN GOLFERS AT THEIR TOURNAMENT

Left to Right: H. Crossland, G. Beeman, W. Elliott, C. Harvey, E. P. O'Rourke, J. Gauer, G. Hayes, H. E. Brown, T. D. Shea, W. J. McDonald.

Shirley Enlarges Manufacturing Space

Due to greatly increased business, Shirley Manufacturing Co., Kansas City, Mo., has been compelled to enlarge its floor space from 600 square feet to 3,500 square feet. Its new building is now being remodeled, and will contain an elaborate cosmetic showroom. The company is also planning to establish a modern flavor department to be known as the Universal Flavor Co.

Shirley Manufacturing Co. was established in 1920 and has made very satisfactory progress. At the beginning its business was confined to states adjoining Missouri, but it has recently been expanding to all parts of the United States. Its officers are Jack Genova, president; F. S. Genova, secretary and treasurer; and S. J. Brannon, manager.

Marble Now With White King

Paul McKinney, district manager of the White King Soap Co., at Seattle, Wash., has announced the association of John E. Marble with the Seattle offices of that company. He has been engaged in the distribution of manufactured products in the Seattle area for a number of years and has command of a large following.

Fogg Travelling by Air

Philip S. Fogg, general manager of Frankel & Smith of Boston, frequently resorts to air travel to slip a week or ten days from his schedule when business calls him out of town. Recently he flew to Chicago, New York, and to Maine, compressing three weeks of ordinary travel into a mere ten days.

Sheffield Now Golf Club President

L. Tracy Sheffield, president of New England Collapsible Tube Co., manufacturers of "Sheffield" tubes, was elected president of the Shenecossett Country Club at the annual meeting of the club in Groton, Conn., September 9. The various committees will be selected later by Mr. Sheffield and submitted to the board for approval at its next meeting.

Mr. Sheffield's son, Thomas Sheffield, with the Chicago office of the company, is taking flying lessons at a Chicago airport. A Chicago newspaper reports that upon his first solo flight he was successful in making the difficult three-point landing.



L. TRACY SHEFFIELD

Head on Extensive Trip

Frank Head, general manager of Maison Jeurelle, Inc., New York, left for a five weeks' business trip late in August during which he will visit buyers in most of the leading cities of the country. His itinerary calls for stopovers in the South, Middle West and Pacific Coast. He will return to New York about September 25.

Promoted in Legion of Honor

Two important figures in the French perfumery and raw materials industry were honored recently when Robert Bienaimé, formerly chairman of the board of the house of Houbigant and president of the Syndicate of French Perfumers, and Justin Dupont, one of the prin-



ROBERT BIENAIMÉ



JUSTIN DUPONT

cipals in the house of Roure Bertrand Fils & Justin Dupont, were made officers of the Legion of Honor. Their promotion came in connection with the fiftieth anniversary of l'Ecole de Physique et de Chimie de la Ville de Paris. Mr. Bienaimé is founder and president of the Association of Friends of this school and Mr. Dupont, president of the school's Alumni Association. Both men are well known here where their many friends will join us in congratulations.

Mrs. Larison Beauty Editor

Ruth Hooper Larison, whose contributions on packaging problems have been featured in this magazine, has accepted appointment as beauty editor of *Your Magazine*, the new journal for retail druggists. She will, however, continue her consulting and design work as before and, we are pleased to say, will also continue her series in *THE AMERICAN PERFUMER*.

Miss Balcom Sustains Injuries

We regret to report that Miss Sara E. Balcom, head of the Sabra Co., Worcester, Mass., is still suffering from the effects of injuries sustained in an elevator accident in Boston last December. Miss Balcom has filed suit for \$25,000 in the Massachusetts Superior Court against the owners of the building in which the accident occurred.

Moves Buying Department to Bloomfield

The purchasing department of Shoemaker Corp., Elmira, N. Y., buying for Scott & Bowne, The Pompeian Co., and The Frostilla Co., was moved to the Scott & Bowne plant at 60 Orange street, Bloomfield, N. J., on September 1. Buying for all plants, domestic and foreign, will be done from this office.

Warren Back from Yacht Trip

L. G. Warren, president of the Warren Soap Mfg. Co. of Cambridge, Mass., recently returned from a three weeks' yachting trip.

Dr. Guenther Back From Europe

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., New York, and Mrs. Guenther returned September 7 from a Summer in Europe, where Dr. Guenther devoted himself to production of essential products and special research work for his company.



DR. AND MRS. GUENTHER IN GERMANY

Most of time was spent in southern France at the factory of Parfumerie de Seillans, and Dr. Guenther also visited the plant of Schimmel & Co. at Miltitz, Germany.

Commenting on conditions in the perfume raw materials industry, he said that general conditions were still quite unsatisfactory due principally to the extremely low prices at which goods were being sold, and the fact that these prices did not compensate either the producers or the flower growers for their work.

The jasmin crop this year will be very much smaller than normal. Last year the "free flowers" were purchased at 3.50 francs per kilo. This year the price to the farmers was 6.50 francs per kilo, but since the cost of growing flowers and delivering them to the factories is somewhere in the vicinity of 8 francs, the situation is still unsatisfactory from the standpoint of the growers. They have not replanted any of the fields which were destroyed because of low prices last year, and have failed to properly care for the present fields, with the result that the yield will probably be smaller than last year, and undoubtedly prices of jasmin products will advance.

The lavender crop this year is also much lower than normal. Prices of lavender oil have been very low the last two or three years, and this has discouraged producers. Most of the lavender oil this year was manufactured by the farmer distillers, and very little in the large scale distillation plants. The plantations of cultivated lavender have been permitted to be run down and are in more or less unsatisfactory condition. Due to this year's small crop, prices have already advanced and may go higher still if world conditions continue to improve.

Dr. Guenther indicated that the situation in Grasse and vicinity might be improved to some extent by the efforts of the Parisian perfumers, who have embarked upon a campaign of utilizing more natural products in the creation of fine perfumes.

Zenith Moves to Hollywood

Zenith Perfume Co., formerly of Long Beach, Calif., recently moved to Hollywood.

Natura Opens Branch Offices

Natura, Inc., which was established in Seattle three years ago, has recently opened new offices in San Diego, Long Beach and Los Angeles, Calif. These new branches were established by G. D. Runnels, president of the company, who has now returned to his Pacific Northwest headquarters. The "Program Dermetics" are featured in a scientific program for skin management by the Natura company, which has created emulsified oils, cleansing emulsions and circulation creams for normalizing and maintaining a healthy condition of the skin for greater facial charm and beauty.

Bost-Barbasol Broadcast Series

An arrangement has been completed between Bost, Inc., Chicago and New York, and the Barbasol Co., Indianapolis, for the joint use of a broadcasting program during the coming year. The program will comprise Singin' Sam on two evenings a week and Edwin C. Hill, well known news commentator, three evenings a week, with Singin' Sam as announcer to open and close the program. "Barbasol" and "Bost" tooth paste will be featured in the advertising matter.

Buckeye Stevens Moves to Newark

Buckeye Stevens Supply Co., formerly located in Columbus, Ohio, recently moved its offices to Newark, Ohio.

Feldman a Golf Winner

Joe Feldman was the winner in the final round of the New York State Public Links Championship at Forest Park recently when he took the 36 hole final from Bill Kehr, 2 up and 1 to play. Mr. Feldman is connected with the Consolidated Lithographing Co., Brooklyn, and specializes in contact with the cosmetic and toilet preparations industry.



JOE FELDMAN

His performance was the more remarkable because he has been out of serious competition since 1928 when he competed in the national public links championship at St. Louis.

Mr. Feldman took the lead at the third hole of the morning round and held it throughout, although his opponent was never far behind and crept up very close in the first part of the afternoon round. His total score was excellent, being one under par for the 35 holes played.

Robinson at N.A.R.D. Meeting

J. A. Robinson, vice president of Ben Levy Co. of Boston, was in Chicago to attend the N. A. R. D. convention at the Hotel Sherman Sept. 18-22. Mr. Robinson is president of the exhibitors' association.

Webb Back; E. L. Bush Here

R. Righton Webb, treasurer of W. J. Bush & Co., Inc., New York, returned on the *Champlain* September 13 after his annual visit to London where he conferred with the president, James M. Bush, and other officials of W. J. Bush & Co.

Mr. Webb reported that he gained the impression business in England is better and that employment is increasing. He says that the British public, and especially business men in England, seem to be watching the progress of the efforts toward recovery in America with great interest, and are hopeful for the success of these efforts which, they believe, will materially add to the progress which the world is making out of the depression.

Eric L. Bush, son of James M. Bush, chairman of W. J. Bush & Co., Ltd., London, arrived in Montreal on the *Empress of Britain* August 31, and after a brief visit to W. J. Bush & Co. (Canada) Ltd., came to New York. This is his annual visit to confer briefly with the Canadian and American companies. He



R. R. WEBB, ERIC L. BUSH, AND HUGH GILL

expressed himself as well pleased with the progress made in Canada and the United States, particularly under present trying conditions.

The accompanying photograph shows Mr. Webb, Mr. Bush, and Hugh Gill, sales manager of W. J. Bush & Co., Inc., at the New York offices.

Survey of 1933 Advertising

Association of National Advertisers, Inc., New York, has made a careful survey of the advertising budgets of leading manufacturers for the year 1933. Its findings, which are presented in a detailed analysis, show that many national advertisers are operating under budgets made up for periods of one, three and six months in advance instead of the customary twelve months.

Among consumer advertisers, the group headed "Proprietary Medicines" showed the highest rate of advertising expenditures to sales volume, averaging 41.67 per cent in 1933. Other interesting and useful charts are included.

Study was made under the direction of a special committee, of which Cliff Knoble, of the Chrysler Corp., was chairman. Sidney Picker, of the Crystal Corp., was a member of this committee.

Boston Beauticians Organize

The Metropolitan Beauticians' Association was recently formed by operators of beauty shops in metropolitan Boston to formulate a code regulating hours for workers and prices to the consumer. The officers of the new association, which was organized largely through the efforts of Miss Julia E. Walsh of Boston, are: president, Mrs. May Russell of Somerville; treasurer, Mr. Saylis of Boston; recording secretary, Miss Corcoran of Boston; financial secretary, Mrs. Helene O'Brien of Charlestown; and chairman of the advisory board, Miss Julia Walsh. One of the chief objectives toward which the organization will work is the elimination of price cutting in beauty shops.

McMath Finds Business Improved

John N. McMath, president of Louise Rogers, Inc., New York, has just returned from a motor trip of 1,800 miles through New England, New York and New Jersey, during which he contacted department store buyers on behalf of the company's product "Angel Skin." Mr. McMath reports that this new product has secured an excellent reception and that he believes buyers are considerably more optimistic regarding toilet goods business in general than they were on his previous trip last Fall. The product is manufactured by the Angel Skin Co., of New York, for which Louise Rogers, Inc., is exclusive sales agent.

Indict for Misuse of Name

We have been advised by the Manhattan Chemical Mfg. Co. Inc., 47 Broome street, New York, that several months ago certain persons opened an office on West 21st street, New York, under their corporate name and ordered merchandise throughout the country. These people have now been indicted by a Federal Grand Jury and are awaiting trial. Firms who delivered merchandise which was not paid for should communicate with Assistant U. S. Attorney Grumet, Post Office Bldg., Park Row, New York City.

Dunlop Sales Manager of Perfumes, Inc.

Franklin P. Dunlop has been appointed sales manager of Perfumes, Inc., Philadelphia. Mr. Dunlop is a capable executive and has framed some new policies for distribution of the company's lines.

Salesmen have been placed in Los Angeles, Chicago, Boston, and Atlanta. Considerable new equipment has been installed in the company's plant to take care of the increased business on the D'Auvergne line just launched by the company.

D. F. Howe Married

Dennett Farwell Howe, supervisor of the edible process departments of the Procter & Gamble Mfg. Co., Port Ivory, Ohio, was married recently to Miss Esther Hankinson, daughter of Mr. and Mrs. Frank Hankinson, at West Brighton, N. Y.

Isabel White Takes Offices

Isabel White, Inc., cosmetics, has taken office and showroom space in the Knickerbocker Building, 42nd street and Broadway, New York City.

Goby Arrives For Annual Visit

François Goby, of Tombarel Frères, Grasse, France, arrived on the *Lafayette* September 8 for his annual visit to the United States. He is making his headquarters with Albert Verley, Inc., New York, American representative for his house. Before leaving for his trip to Canada and the Middle West, Mr. Goby said that he was delighted to meet his many friends in the trade here again and was indeed pleased to see that there were signs of marked improvement in business in the United States.

Asked to comment on business conditions, he said that in his opinion the most imperative need at present was some stabilization of exchange. Contrary to popular opinion, the French are not interested in seeing or aiding a decline in the dollar since they feel that this will not only hurt international business, but also would place them in a very unfavorable position in the world markets.

Mr. Goby said that the lavender crop this year was very small, little oil having been distilled, and that last year's stocks are practically exhausted. Accordingly, prices of lavender oil in francs are considerably higher than last year, and may advance still further.

Regarding jasmin, he reported that the crops were small and that prices in francs have also shown a higher tendency. Stabilization of exchange, he believes, would assist in stabilizing the markets for these products and thereby be an advantage both to sellers in France and buyers in America.

Mr. Goby will remain in the United States several weeks and will visit customers and friends in company with officials of Albert Verley, Inc.



FRANÇOIS GOBY

Organize Audrey Allyn Co.

The Audrey Allyn Co. has been organized to sell toilet preparations, on a skin health basis, to beauty shops and by direct demonstration to individuals. The offices are located at 805 Donovan building, Detroit. The officers of the concern are Hugh J. Crossland, president; D. W. Hollinbaugh, secretary; and J. Lowell Craig, treasurer.

Mr. Crossland has acquired the Canadian branch of Beauty Councillors, Inc. He was formerly connected with that company, and took over the Canadian house when it was re-organized. Officers of the Canadian company are: Hugh J. Crossland, president; I. Fuller, secretary; L. B. Crossland, treasurer.

Massey Officer of Belle Terra

Thomas O. Massey has been elected secretary and treasurer of the Belle Terra Products Co., Roanoke, Va., and W. J. Raiké has been made sales manager. The company reports excellent progress in introducing its new wave set in the southeastern states.

Schlienger Here for Visit

Emile Schlienger of Bertrand Frères, Grasse, France, arrived on the *Rex* September 14 for a visit of several weeks to the American trade. He is making his headquarters with P. R. Dreyer, Inc., New York, representatives for his house in the United States.

Mr. Schlienger believes that business conditions are definitely on the up-grade. His comments on the situation in floral products were exceptionally interesting. He reports that prices of jasmin, lavender, rose, neroli and other floral crops have already advanced sharply, and that the prospects are for still further advances during the coming year. He recalled the fact that buyers had been urged a year ago to purchase materials, such as lavender and jasmin, well in advance of their current requirements because prices at that time were far below levels which could be profitable either to the growers of flowers or to the manufacturers of perfume materials.

Pointing out that three factors had influenced prices of lavender and jasmin especially, Mr. Schlienger said that these factors would be likely to still further affect them in the future. The first of these is the exceptionally short crop of both products manufactured in Southern France this year. Second is the high cost of labor. There is no unemployment problem in Southern France. Everyone has work, and it is becoming increasingly difficult to get labor for the flower plantations because of the demand for men for building new roads. Jasmin flowers which were purchased last year at 3.50 francs per kilo were bought at 6.50 francs per kilo this year. This figure is sufficient to compensate the very small farmer who has enough workers in his own immediate family to take care of harvesting the crop, but if pickers have to be employed, 6.50 francs is insufficient to permit the grower to make his expenses. Those who formerly went



E. R. VETTERLEIN, EMILE SCHLIENGER, F. C. THEILE

into the mountains during the lavender season for three or four weeks hard work are now employed on the roads, and are no longer interested in temporary work on lavender.

The third factor, and one which is equally as important as the other two, is the decline in the dollar. Prices of lavender in francs have already been advanced on account of the other two factors, and buyers in the United States must figure on paying over 30% more for their exchange than they did a year ago. Further de-

cline in the dollar, which is at least a possibility, would still further increase the price to American buyers.

According to Mr. Schlienger, the entire situation is very encouraging to the growers of flowers and other manufacturers of raw materials in Southern France who have been through four very lean years. He expects that increased purchasing, together with more satisfactory prices, will eventually bring them back to their former prosperous position.

Los Angeles Soap On The Air

Featuring "Five Minutes on the Air," a new program for reaching radio fans of the Pacific Coast has been launched by the Los Angeles Soap Co., Los Angeles. Six stations have been selected for the fascinating short programs for "White King" granulated soap, in which Kay White relates interesting "round the world short stories" and offers home information of great value to the housewife.

Chain Druggists in Joint Meeting

The Associated Chain Drug Stores and the Affiliated Chain Drug Stores held a joint convention at the Congress hotel in Chicago September 13, 14 and 15. Both the code and the N.R.A. received marked discussion during the sessions, especially in a talk given by Wheeler Sammons, of Drug Institute, on the closing day. Other interesting talks were given by D. C. Keller, of the Dow Drug Co., Cincinnati, and Fred Griffiths, of the Pennsylvania Drug Co., New York. A special film display, taken at the Bermuda convention in 1932 was shown.

Walsh a Cruising Enthusiast

Willard A. Walsh, formerly prominent in the essential oil business, has advised us he is associated with another "essential" industry, as director of the Standard Brewing Co., of Scranton, Pa.

The Editor had the pleasure of joining a tuna fishing party on Mr. Walsh's boat, *Natica*, a 44-foot, 16-ton



cabin cruiser which is said to be one of the fastest of its size on the Atlantic seaboard. It is powered with two 225 horsepower Kermath engines, and is built entirely of Honduras mahogany.

The accompanying photograph shows the *Natica* at anchor at the Keystone Yacht Club, Hewlett, L. I., near Lawrence, where Mr. Walsh leases the old Rhineland estate.

Gampert, Felton Vice-President

Felton Chemical Co., Inc., Brooklyn, N. Y., has advised us of the election of Louis Gampert to the position of vice-president and member of the board of directors.

Mr. Gampert brings to the company a wide knowl-



LOUIS GAMPERT

edge of the organic chemical industry, from the technical, operating, and business angles. He studied chemical engineering at Columbia University, and after graduation in 1916 was for many years connected with the National Aniline & Chemical Co., Inc., in various capacities, more recently occupying the position of plant manager at Buffalo, N. Y.

The major portion of Mr. Gampert's time will

be devoted to general supervision of the Felton manufacturing operations and to special sales development work. He recently completed a trip through the Chicago territory with the company's Chicago sales force, and is now becoming acquainted with the Eastern customers in company with Albert Albek, sales manager.

The Felton Chemical company also maintain branches in New Orleans, St. Louis, Los Angeles and San Francisco.

Schnaible Factory Repairs Completed

Extensive repairs have been completed at the factory of M. & J. Schnaible Co., manufacturers of soap, at Lafayette, Ind. The plant has now resumed operations after the severe fire damage which occurred on July 31. The rendering department, in which the fire occurred, will not be operated for the time being, but the full force of employees is being retained.

Tower at Beauty Convention

Russell B. Tower, president of Edward E. Tower of Boston, attended the recent convention of the International Beauty & Barber Supply Dealers' Association in Chicago. Mr. Tower, a member of the advisory committee, then left for a month's vacation in the White Mountains, where he is staying at the Crawford House.

Traveler Sends Greetings

We have received a card of greeting from Miss Peggy Sage, of Peggy Sage, Inc., New York, who is visiting the fashion shows abroad. She writes from London that she has seen many interesting things in her tour of smart salons and shops and fashion shows in that city. Paris is Miss Sage's next stop.

Noonan At Chicago Convention

Frank Noonan of T. Noonan & Sons Co. of Boston attended the 30th annual convention of the International Beauty & Barber Supply Dealers' Association at the Palmer House, Chicago, Sept. 11-15. Mr. Noonan is a member of the executive board.

Continental Building New Plant

Continental Can Co., Inc., New York, is now erecting a new three-story can manufacturing plant at Seattle, Washington, and contracts have been let for a new two-story plant at San Jose, Cal. The announcement also stated that two stories of the company's new plant at Houston, Texas, have just been completed. Final plans provide for a three-story structure at this location.

"Improvement in our business on the Pacific Coast necessitated increased plant facilities at both Seattle and San Jose. Both of these plants will be of modern concrete construction and will be in full operation next season, replacing present smaller units at these locations," O. C. Huffman, president of the company, stated in commenting on this increase in plant facilities.

"Although the erection of only one story of the three-story plant at Houston was originally planned during this year, expansion of business in this territory required the addition of another floor immediately," he added.

"Our desire to take advantage of present low building costs and to assist in the relief of unemployment prompted us to go ahead with this work now rather than at a later date. This new construction will involve an expenditure approaching \$1,000,000," Mr. Huffman concluded.

Gillette on Air Trip

Leslie S. Gillette, advertising manager of the U. S. Industrial Alcohol Co., New York, has just returned from a trip which covered all the company's branches with the exception of those on the Pacific coast. Mr. Gillette was gone 13 days and made stops in 17 cities, covering practically all of the 6000 mile itinerary by airplane. An interesting sidelight on the value of air transportation is that the only time Mr. Gillette got behind his schedule was when he took a railroad train. The trip was undertaken on behalf of the company's new anti-freeze product.

Engagement of Edward A. Bush

Mr. and Mrs. Elwood B. Houser of Mountain Lakes, N. J. and Boothbay Harbor, Me., recently announced the engagement of their daughter, Miss Edith Barbara Houser to Edward Allen Bush, son of Mr. and Mrs. B. T. Bush, of Mountain Lakes, N. J. and Falmouth, Mass. Mr. B. T. Bush, who is well known to our industry, is connected with the Naugatuck Chemical Co., New York.

Picciano Vacationing in Bermuda

D. E. Picciano, vice-president of Compagnie Parento Inc., Croton-On-Hudson, has been making an extended visit at Hamilton, Bermuda. The revolutionary spirit of the Islands to the Southeast must be contagious for "Pic" has reported making some of his best golf scores of the year while there.

Bonnie Worth Changes Address

Bonnie Worth Co., formerly located at 4677 Hollywood blvd., is now established in new quarters at 759 Seward street, Hollywood.

Florasynth Represents Schmoller & Bompard

Florasynth Laboratories, Inc., New York, has advised us that it will represent the house of Schmoller & Bompard, Grasse, in the United States.

Schmoller & Bompard is one of the older of the Grasse houses, having been founded nearly 60 years ago. It is well known throughout Europe and also in America as manufacturer of essential oils and natural floral products. Always progressive, it was one of the first to establish a separate plant for treatment of flowers by volatile solvents when this process was developed.

During the war, when the entire staff of the house joined the French forces at the front, its operation was practically at a standstill for a period of five years, but after the war its plant was employed and active steps were taken to regain the place which the company had formerly held in the world's markets. This effort was very successful and resulted in the considerable expansion of business, so that in 1920 the house was incorporated with capitalization of 2,000,000 francs.

The company is headed by Leon Barety, who in addition to being well known in the perfume raw materials industry, has for some years represented the Alpes Maritimes section in the French Chamber of Deputies, and has devoted much time to civic and philanthropic work.

The addition of this account rounds out the line of perfume materials offered by Florasynth Laboratories, Inc. The company was established in Brooklyn, N. Y., in 1914, and made such rapid progress that four years later, when the Brooklyn plant was damaged, it secured much larger quarters in Unionport, Bronx county, New York. The company has active branches in Chicago, Dallas, and also on the Pacific coast, and its products are well known throughout the United States and Canada. Louis A. Rosett is president of the company, and Charles L. Senior is vice-president and general manager, and Dr. Alexander Katz is secretary-treasurer with headquarters on the Pacific Coast.

Dr. Katz is now in New York on a visit of about six weeks to the principal office of his company. Dr. Katz, with Mrs. Katz and one son, arrived by way of the Panama Canal, and he will return over land through Chicago, stopping for a visit at the "Century of Progress" Exposition. Mrs. Katz will remain in New York until after Christmas.

Dr. Katz reports that the cosmetic business in the Pacific Coast territory has shown a steady improvement, and that the perfume and cosmetic colony centering around Los Angeles and Hollywood is becoming more and more important.

We are pleased to learn from him that practically all of the important houses on the coast are constant readers of *THE AMERICAN PERFUMER*, and depend upon it for the latest news of the trade as well as for up-to-date market information.

During his absence, the San Francisco office is in charge of his son, Leonard Katz, who has been assistant manager there for some time.

Adams Now in Santa Monica

Adams Chemical Laboratory advises us that it has moved to new quarters at 160½ Surf avenue, Santa Monica, Calif. It was formerly located in Hollywood.

Dr. Bosurgi Sails for Home

Dr. Giuseppe Bosurgi, with Mrs. Bosurgi and their two sons, sailed on the *Rex* September 16 after a visit of about a month in the United States. Dr. Bosurgi, who is head of W. Sanderson & Sons, Messina, visited the trade in New York and vicinity, and also made trips to the Middle West and South, and expressed himself as deeply gratified with the very cordial reception which he had been accorded, and with the high standing enjoyed by his house in all circles. He is hopeful that plans can be worked out for stabilization of the market for citrus oils and other citrus by-products. He was especially enthusiastic about the progress made in overcoming the depression and efforts of the Administration directed toward improvement in economic conditions.

Colgate Milwaukee Plant Busy

Business improvements reflected in the mid-year financial report of Colgate-Palmolive-Peet Co. has continued to be shown by the Milwaukee plant during August, according to E. J. Reddert, superintendent. Most of the Milwaukee plant is operating on three seven-hour shifts, with 49 employees added in recent weeks to handle the firm's increased business and to comply with provisions of the blanket code, under which the plant has been operating since Aug. 1. There are 274 employed in the Milwaukee factory, which is manufacturing primarily toilet soap, laundry chips and shaving soap.

Perfumery Poster Wins

Out of 74 entries in the poster competition held at the recent International Advertising and Marketing Exposition in London, the 48-sheet poster of Yardley & Co., Ltd., lavender perfumery specialists, was placed top of the poll by popular vote. The picture was a scene in Hyde Park in 1770, showing picturesque lavender maids walking along the banks of the Serpentine selling their wares. It is one of the most attractive works of advertising art to be seen today.

Brillo Profits Show Increase

Brillo Manufacturing Company reported a net income of \$78,416 for the six months ended June 30 after all charges and taxes. This was equal, after preferred dividend, to 32½ cents a share on 160,000 common shares and compared with a net of \$57,671, or 19 cents a common share in the first half of 1932. Current assets of the company as of June 30 amounted to \$592,676 against \$585,693 in the first half of last year while current liabilities were \$87,181 as compared with \$85,998.

New British Soap Enterprise

A company has been floated at Stockton, England, to manufacture soap products, including "Snowunda," a new soap which, it is claimed, is so effective that no scrubbing is required. As the new soap is also said to have a softening effect on the skin, it is equally useful as a toilet soap. The name of the new company is also Snowunda, and it is hoped that it will provide employment for many men and women in an industrial district which has been severely hit by the financial crisis.

de Laire Here for Visit

François de Laire, head of Fabriques de Laire, Paris, France, and Mrs. de Laire arrived on the *Lafayette* September 8, and left New York immediately for Canada, where they will spend a week or ten days vacationing in the Laurentian Mountains. Mr. de Laire will be here several weeks and will call on his many friends in the trade, both in New York and other centers of toilet goods production with representatives of Dodge & Olcott Co., his American agent.

Mullen Visits World Fair

A. E. Mullen, president of the American Perfumers Laboratories, Inc., New York, and Mrs. Mullen and their daughter, Edith, were visitors at the "Century of Progress" Exposition in Chicago early in September. They were greatly impressed by the fair, and report a delightful stay in Chicago.

Soap Premiums Not Affected by Code

The code adopted by the National Retail Grocers Association which prohibits the giving away of premiums by retailers will not, it is believed, interfere with the practice of manufacturers of soaps distributing premiums for the return of soap wrappers. The code of the grocers association applies only to premiums actually offered by the retailers and not to premiums offered by manufacturers on products sold through retail grocery channels.

American Home Products Profit

American Home Products Corp. and subsidiaries have reported for the six months ended June 30th: Net profit after depreciation, Federal taxes and other charges, \$1,156,683, equal to \$1.72 a share on 672,000 par \$1 capital shares, compared with \$1,450,042 or \$2.37 a share on 611,000 no par shares last year.

The dividend has been reduced from 25c to 20c per month, and the management states that it is with the idea of increasing the cash reserve as they expect to acquire additional properties.

Braun Officer of New Association

A. N. Braun, president of Agate Lacquer Mfg. Co., Long Island City, N. Y., was elected vice-president of the recently organized Lacquer Manufacturers' Association at the organization meeting held late in August. The association was organized under the N. R. A. and has for its objects close association of competing manufacturers and the betterment of working conditions and competitive conditions in the lacquer industry.

Akron Soap Co. Exhibits

Akron Soap Co., Akron, Ohio, is one of the 56 companies in Akron and vicinity which has exhibits at the "Greater Akron at Work Exposition."

Moiret Takes Space

Moiret, Inc., manufacturers of perfumes and toilet preparations, have leased manufacturing and office space at 6 East 39th street, New York City.

Mexican Demand for Toilet Articles

There is a comparatively large demand for all kinds of toilet articles in the states of Veracruz, Tabasco, Chiapas, and Paxaca, Mexico, despite the relatively small purchasing power of most of the inhabitants. The most popular and well-known American makes of talcum powders, lipsticks, etc., are on sale at the various drug stores and perfumeries. This does not preclude the possibility of new firms entering the field, provided their goods offer better opportunities to the various wholesalers and retailers. Some of the leading drug stores located in the Mexican states mentioned above have a large capital and are in a position to pay immediately, but the majority would prefer terms which granted fairly long credit. (*Consul Leonard Dawson, Veracruz.*)

de Pourtales to Cover West

Louis F. de Pourtales, cousin of Count Eric de Pourtales, director of Renaud Co. of Paris, France, makers of toilet preparations, has been appointed territorial sales manager for Renaud Co. of America, Boston. Mr. de Pourtales will have charge of sales in the states of Michigan, upper Wisconsin, Minnesota, North Dakota, South Dakota and Colorado.

Jelly to Represent Naugatuck

Walter H. Jelly, president of Walter H. Jelly & Co., Inc., Chicago, was a visitor in New York the week of September 18th. He spent his time here contacting his principals, Chas. B. Crystal Co., Inc., A. Maschmeijer, Jr., Inc., and Seeley & Co., Inc., and also arranged to represent the Naugatuck Chemical Co. in the Mid-West-



B. T. BUSH AND WALTER H. JELLY

ern territory, thereby adding another important account to his already imposing list of principals, and further rounding out the line of raw materials which he is offering to the trade in the Middle West.

The accompanying picture shows Mr. Jelly and B. T. Bush, manager of the aromatic division of the Naugatuck Chemical Co., at the Naugatuck offices in New York.

Walter H. Jelly a few weeks ago returned with his family from a vacation of three weeks on the Eagle River in Northern Wisconsin. Mr. Jelly reports that he spent most of his time fishing and from his stories we judge that this time the "big one" did NOT get away.

Seebach Organizes Own Firm

Edwin Seebach, who is well known in the cosmetic and toilet preparations industry, has organized Edwin Seebach Co., with offices at 912-920 Broadway, New York, to handle and manufacture raw materials and perfume compounds for toilet preparations, soaps, etc.



EDWIN SEEBACH

which he was in complete charge until August, 1933, when that company ceased to operate.

Mr. Seebach has traveled extensively covering the United States and Canada, and has made three long trips through the Far East. He will continue to handle certain Flora items on his own account, and will also act as import broker for Chemical Works Flora, besides acting as representative for Aussel Fils, Golfe-Juan, France, producers of lavender, neroli and other floral oils, and Misitano, Messina, manufacturer of citrus oils.

We are pleased to wish him every success in his new undertaking.

Barton Back in Toronto

E. C. Barton, secretary and general manager of Compagnie Parento of Canada, recently returned to Toronto from an extended trip. After calling on the trade in Quebec Province, Mr. Barton spent a week at the company's Croton-On-Hudson plant and covered points in western Ontario on the return trip. A steady improvement in business conditions was noted.

Prison Soap Plant Completed

The new soap factory at the London, Ohio, prison farm has been completed. Three kettles of 96,000 lbs. capacity each are being installed and tested, and the manufacture of soap will soon be under way.

Draft New Trade Mark Legislation

A hearing was held at the rooms of the Merchants Association of New York before the joint legislative commission appointed to consider drafting a new trade mark statute for the state. Proposed revision of the existing law was presented by Fritz von Briesen, chairman of the Association's committee on the protection of industrial property. General discussion followed.

The revision takes the form of a real trade mark law, the present state law being only designed to protect containers and the trade mark is protected only when used on the containers. The matter will be presented to the Legislature in Albany at its session in January.

Venezuelans Prefer American Cosmetics

Substantial quantities of toilet waters and lotions and cheaper grades of perfumery are made in Venezuela; cosmetics and similar preparations are obtained chiefly from the United States, while perfumery, powders, and toilet waters and lotions originate largely in France, with the United States, the Netherlands, and Germany competing to a certain extent. Imports of pomades, cosmetics, and allied preparations into Venezuela in 1932 were valued at \$126,000.

Death of Francis R. Simpson

Francis R. Simpson, assistant sales manager for the United Drug Co., Boston, died of pneumonia September 9 at his home in the Waban district of Newton, Mass., at the age of 33. He was graduated from Harvard College and from the Harvard School of Business Administration, and at the age of twenty-two became a salesman for the drug concern, in which capacity he traveled over the greater part of the United States. He was a Free Mason and belonged to Commonwealth Country Club and to the University Club in Boston.

His wife survives, also his mother, a brother, and a sister. The funeral was held September 11 at the residence.

George Wilson Dies in Toronto

George Wilson, vice-president and sales manager of the United Drug Co. of Canada, died in Toronto September 13 after a brief illness in his fifty-fourth year. He was born and educated in London, Ont., and came to Toronto early in 1909 to join the United Drug Co. as traveling representative. He was known to the trade from coast to coast. He rapidly gained promotion and for several years had been one of the executive officers of the concern. He was also a director of the Liggett Drug Co. of Canada. He was a member of Howard Park United Church.

Surviving are his wife, Margaret A. Teed Wilson; two daughters, Mrs. Noel Binns, of Toronto, and Miss Virginia Wilson; one son, George; and two brothers, Wilfred Wilson, of Toronto, and William Wilson, of Los Angeles.

Commenting on Mr. Wilson's career, a member of the Canadian organization of the United Drug Co. said, "I shall always remember him for his superb exhibition of courage and faithfulness to his task. Carrying the uncertainty of life and bearing without complaint that spasmodic intense pain, he buried them deep within his heart and smoothed them over with a twinkling smile and a merry joke for all. No member of our organization will ever exhibit a greater degree of faithfulness to his work than did George Wilson. Early and late, every day, George was at his post. His faithfulness and advice were an inspiration to every one of us."



THE LATE
GEORGE WILSON

Death of Gordon Tamblyn

The Canadian retail drug trade lost one of its most prominent figures when Gordon Tamblyn, age 55, creator of one of Canada's largest retail merchandising organizations died on August 18 just a few minutes after he collapsed on the Rosedale Golf Course. So far as could be learned there was no warning beforehand of the fatal attack and Mr. Tamblyn was believed to be in apparent good health.



THE LATE
GORDON TAMBLYN

He was born in Bellwood, Ont., receiving his education at Guelph Collegiate Institute, Markham High School and the Ontario College of Pharmacy. His first store was opened at Queen street and Lee avenue, Toronto, in 1904. As a result of aggressive and up-to-date business practices, his business grew rapidly and in 1909 he incorporated the company bearing his name. Branch store after branch store was opened until there are now 59 shops displaying the Tamblyn sign.

The late Mr. Tamblyn leaves his wife, two daughters, Ruth and Joan, and two sons, Robert and William, all of whom are at home; also two sisters, a half sister, and one brother.

Death of Robert J. Kideney

Robert J. Kideney, founder and first president of the Wildroot Co., Buffalo, New York, died August 20 in Ontario, Calif., at the age of 63. Mr. Kideney directed the activities of the Wildroot Co. for many years, retiring about ten years ago and making his home in Ontario. He recently completed construction of a large laboratory near his home in which he manufactured cosmetics.

He leaves a widow, two sons and two daughters. Funeral services were held at the First Methodist Church in Ontario August 23, and burial was at Toronto, Canada.

Chemical Building Sculpture Year's Best

The Royal Society of British Sculptors has awarded its medal "for the best work of the year by a British sculptor in any way exhibited to the public in London" to Sargeant Jagger, A.R.A., F.R.B.S., for his stone groups of sculpture at Imperial Chemical House, the new headquarters of Imperial Chemical Industries, Ltd., the big British chemical combine. This is the second time Mr. Jagger has won the gold medal, gaining his previous award in 1926.

Lewis Soap Opens Store

Lewis Soap & Chemical Co., Berkeley, Calif., manufacturers of soap, toilet preparations, disinfectants, etc., has opened a retail store in that city, which will be devoted exclusively to janitorial supplies.

McKesson Improves Cash Position

After paying off its entire bank indebtedness of \$2,750,000, and reducing its outstanding debentures by \$715,000 through open market purchases, McKesson & Robbins, Inc., showed the largest cash position in two years, according to its consolidated balance sheet as of June 30, 1933. Current assets, including \$3,509,632 cash, amounted to \$45,662,742, compared with current liabilities of \$6,222,000, a ratio of 7.34 to 1, against a ratio of 5.15 to 1 on June 30, 1932. Inventories amounted to \$21,438,179, a reduction of \$2,393,680 since the end of last year.

Net sales of the company for the six months ended June 30 totaled \$48,874,789, a reduction of \$4,257,539, or 8.01 per cent., as compared with the corresponding period last year. After a large reserve for bad debts in conformity with the company's policy of setting up all possible reserves against losses, a combined loss of \$381,356 was shown for the period, after selling and general expense, depreciation, interest and amortization and foreign income taxes. This compares with combined profits of \$84,075 for the same period last year, which figure, however, included excess provision for prior income taxes.

Cosmetics for Women's Exposition

Miss Florence E. Wall has been appointed chairman of the cosmetic section of the 12th annual Exposition of Women's Arts and Industries, to be held at the Hotel Astor, New York, beginning September 25. Miss Wall is well known to our readers as consultant in cosmetic chemistry, and frequent contributor of technical articles to our magazine.

She is planning a display and series of talks by prominent authorities which will indicate clearly the value of cosmetics, and call special attention to the large number of valuable toilet preparations now on the market, with the hope that women will be inspired to choose the proper preparation for their particular purpose.

A number of prominent manufacturers in the perfume and cosmetic field will collaborate with Miss Wall in presenting the program, which will cover everything from "The Romance of Perfumes" to "The Function of the Beauty Salon." Cooperating in the exhibit is the New York City Department of Health.

Pinaud Begins Advertising Drive

Pinaud, Inc., New York, has opened a national advertising campaign featuring its "Eau de Quinine." Newspapers and poster card services are the principal media.

Para Laboratories Lease Space

Para Laboratories, manufacturers of cosmetics, have leased space for manufacturing and offices at 132 West 27th street, New York City.

New Address of Tillberg Co.

G. W. Tillberg Co., Chicago, Ill., recently moved from 2019 W. 70th place to 7909 Rhodes avenue.

Death of R. W. McCargo

R. W. McCargo, Southeastern and Southwestern sales representative for George Lueders & Co., New York, died unexpectedly August 29 at his home in Knoxville, Tenn. Associated with the Lueders company for more than thirty-six years, Mr. McCargo acquired a host of friends among buyers in the territory which he covered. He was a prominent figure in the trade in the South, and won the respect and friendship of all with whom he came in contact. He leaves his widow.

Death of R. A. Chesebrough

Robert Augustus Chesebrough, former president of the Chesebrough Manufacturing Co., manufacturer of vaseline and toilet preparations made from vaseline, died September 8 at his home in Spring Lake, N. J. He was ninety-six years old, and death was caused by a general breakdown due to age.



THE LATE
R. A. CHESEBROUGH

Mr. Chesebrough was born in London, England, of American parents who were then traveling abroad. His father, Henry Augustus Chesebrough, and his grandfather were members of the New York dry goods firm of Chesebrough & Van Alen, but Mr. Chesebrough did not enter this business. He was attracted by a new industry, and in 1858 began the manufacture of petroleum products. In 1870 he invented and patented the substance which he named vaseline, and six years later formed the Chesebrough Co. which was incorporated in 1880 with a capital of \$500,000.

In the following year the company was taken over by the Standard Oil Co., and under the age rule of this company Mr. Chesebrough was forced to retire from the presidency in 1909 at the age of 72. He was succeeded by his nephew, Oswald M. Camman.

Mr. Chesebrough continued to be an important figure in New York real estate for ten years after his retirement from the company. His holdings were very large at that time, but he subsequently disposed of them. As a younger man he was prominent in various civic movements in New York, and in 1894 was a candidate for Congress, but was defeated.

The near relatives who survive are a son, Frederick W. Chesebrough, of Millbrook, N. Y.; a daughter, Mrs. Charles Davison, of Millbrook; and two grandchildren, Howard C. Davison, of Millbrook, and Mrs. Margaret W. Davison Johnson, wife of Dr. Vansel S. Johnson, of New York. Funeral services were held September 11 in the chapel of St. Bartholomew's Church, New York. Interment was in Woodlawn Cemetery.

Rook in New Quarters

J. W. Rook & Co., Birmingham, Ala., are now located in new quarters at 7627 First avenue. They were formerly at 312 N. 17th street.

Chicago News Notes

Golfers Hold Final Tourney

The Golf Auxiliary, composed of members of the Chicago Perfumery Soap & Extract Association and the Chicago Drug & Chemical Association, held its final golf tournament of the 1933 season at the Olympia Fields Country Club September 13. The Auxiliary extended a cordial invitation to all members of both associations to join in the sport of this closing tournament, and notwithstanding a steady, all-day rain, about 50 members tried their best to beat "old man par." The following members succeeded in carrying away the prizes which were given for the three lowest gross scores in three classes:

Class A

- 1st. Elmer Smith, American Aniline Products, 78-2-76.
- 2nd. J. H. Swart, Hazel Atlas Glass Co., 96-11-85.
- 3rd. H. G. Larson, Hazel Atlas Glass Co., 95-8-87.

Class B

- 1st. P. A. Rising, Chas. Pfizer & Co., 95-18-77.
- 2nd. A. G. Schneider, Victor Chemical Works, 94-16-78.
- 3rd. H. B. Elwell, Pennsylvania Oil Co., 97-14-83.

Class C

- 1st. J. A. Scott, Merck & Co., 103-26-77.
- 2nd. M. V. Pennal, Monsanto Chemical Works, 110-33-77.
- 3rd. P. J. Cosgrave, *Drug Trade News*, 111-32-79.

Rauer Visits World's Fair

Max Rauer, chemist of F. W. Fitch & Co., Des Moines, Ia., was a Chicago visitor the last week in August attending the "Century of Progress."

Marriage of A. J. Dedrick

Alec J. Dedrick, special sales representative of Albert Verley, Inc., Chicago, was married August 16 to Miss Elinor Margaret Stanley, of Minneapolis. The ceremony took place at the Edgewater Presbyterian Church. The couple will reside at 1061 Rosemont avenue, Chicago.

Association Endorses N. R. A.

The Chicago Perfumery Soap & Extract Association held a special meeting on the N.R.A., and the majority of members heartily endorsed the President's motives and instructed their secretary to sign the National Recovery Council pledge, whereby the association as a group, pledges its support to the N.R.A.

Japanese Visits Chicago

Teijiro Fukunaga, of Ch. Takeda & Co., Ltd., pharmaceutical manufacturer, Osaka, Japan, was a visitor to Chicago during the week of September 13, attending the chemists convention and visiting the "Century of Progress."

Congratulating Mr. and Mrs. Coupey

We have received a card announcing the birth of Gabrielle Tanya Coupey on September 10. She is the daughter of Eric Coupey, well known import broker of essential oils.

Circulars, Price Lists, Etc.

Givaudan-Delawanna, Inc., New York City.—"*The Givaudanian*," August, 1933.—This issue discusses the N.R.A. as it affects the drug industry. It also describes a new product, "Tuberosis," created by the company, of which samples may be secured by returning the prepaid post card, enclosed in the booklet. The "Laboratory Notes" this month discuss perfume fixatives, and in the section devoted to aromatic products, some of the problems of the manufacturers of perfumery and toilet preparations are discussed. An attractive two-page spread in the center of the booklet points out the difference in prices of aromatic chemicals in 1914, when users of such materials were entirely dependent upon European suppliers, and the present time, when such products may be purchased from American manufacturers, and is a very effective advertisement for buying American-made chemicals.

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Pro-phy-lac-tic Brush Co., Florence, Mass.—*Catalog*.—The company's new "Stranzit" hair brush is announced in this folder in which is listed the complete line of "Pro-phy-lac-tic" tooth and hair brushes. A new development in the brush are wide set bristles, arranged in wave-like rows which is said to enable the hair to be stranded while being brushed and permits each hair to receive a thorough polishing and the scalp to be vigorously massaged.

* * * *

Kimble Glass Co., Vine!and, N. J.—"Put Uncle Sam to Work."—This interesting folder outlines the use of the mails in carrying samples to possible buyers. It is illustrated with photographs of the various types of vials and tubes which the company manufactures especially for sample mailing.

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Neumann-Buslee & Wolfe Inc., Chicago.—*Wholesale Price List, September 1, 1933*.—As usual this price list contains the products offered by the company to manufacturers of perfumes, soaps, toilet specialties, extracts, etc.

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Giles Can Co., Chicago.—"The Candle," September 1933.—This is a children's issue and has a colorful illustration of Peter Pan on the cover. It contains an interesting and instructive little story called "The Rise and Fall and Rise of A. Swell System" which is printed in large type in the form of a fairy tale.

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Commercial Solvents Corp., New York City.—"Solvents."—This is a most interesting booklet of 36 pages listing the various solvents produced by company, giving their constants and an outline of their important uses. Copies may be had by applying to the company at 230 Park avenue, New York.

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Marshall Dill, San Francisco, Calif.—*Catalog*.—This elaborate price list of 54 pages shows the varied line of chemicals and other raw materials handled by Mr. Dill, who was recently appointed Pacific Coast representative for P. R. Dreyer, Inc., New York.

National Broadcasting Co., Inc., New York.—*A Study of the Network Broadcast Advertising of the Soaps & Housekeepers' Supplies Industry.*—This booklet is another in the series of excellent surveys of broadcast advertising prepared by NBC. It shows that the total annual expenditures for network broadcasting in 1932 for soaps and cleansers amounted to \$962,702. For the first four months of 1933 it was \$294,423. Individual advertisers are taken up in detail, giving the history of their broadcast advertising and approximate cost. The booklet is very valuable to manufacturers of soap considering this form of advertising.

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General Plastics, Inc., North Tonawanda, N. Y.—*"Keeping Qualities of Creams in 'Durez' Containers."*—A very interesting contribution to the question of the keeping qualities of creams in plastic containers has come to us through the courtesy of General Plastics, Inc. This company has conducted elaborate experiments covering the packaging of creams in "Durez," and the keeping qualities of creams when so packaged.

The test, covering a period of two years with vanishing cream, has just been completed. The cream was placed in a molded "Durez" container September 4, 1931, tightly sealed with outer liner, and put on a shelf duplicating drug store conditions. The accompanying photograph shows the condition of the cream after the lapse of two years, and General Plastics reports that "the cover screwed on and off easily, there was no cracking or checking, the surface lustre was like new and the vanishing cream was in perfect shape. There was no rancidity, no odor whatsoever, no dryness and the cream was as fresh and moist as the day it was put in."



F. J. Stokes Machine Co., Philadelphia.—*New Catalog.*—An attractive 8½ by 11 thirty-two page booklet in two colors featuring the tube and powder filling equipment made by the F. J. Stokes Machine Co. of Philadelphia has been received. Other per-



fumer's equipment, including lipstick molds, compact presses, kettles, mixers, bottle washers, drying closets and water stills, is also described. The advisory laboratory service which this company is in a position to furnish its customers and prospects, is explained and special detailed description of the new machine for filling tubes and powders are presented. The new Stokes patented "Diamondlock" clipless closure for sealing collapsible tubes is one of the many interesting subjects discussed. A convincing collection of installation views gives this catalog more than ordinary interest. Copies may be obtained by writing direct to the Stokes Machine Co.

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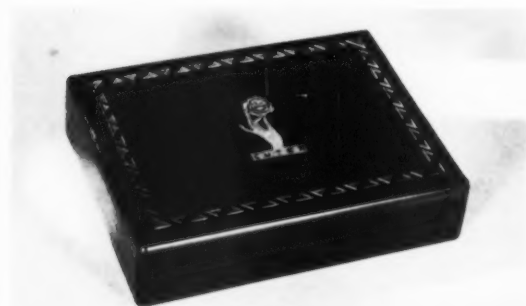
National Research Council, Washington, D. C.—*Industrial Research Laboratories of the United States, price, \$2.*—This is the fifth edition of this important directory of commercial research laboratories. It covers the entire field of industry and some 1,562 laboratories are listed and their facilities described.

Among the laboratories described are 37 devoted to non-alcoholic beverages, 72 to fine chemicals, 36 to cleaning compounds and methods, 21 to containers, 11 to cosmetics, 1 to dentrifices, 41 to disinfectants, 44 to fats and oils, 14 to flavoring extracts, 65 to insecticides, 1 to maple products, 8 to sulfonated oils, 19 to perfumes, 52 to plastics, 26 to soaps, and 13 to toilet articles. They are not all separate laboratories, some devoting themselves to a number of these branches.

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Fritzsche Brothers, Inc., New York.—*Wholesale Price List, September, 1933.*—This is the company's regular price list of raw materials for our industry. A special notice is attached to the cover calling attention to the fact that due to the necessity for the readjustment of working hours under the N. R. A., the company will, in the future, be closed all day Saturday.

Bakelite Corp., New York.—New Molded Box.—The photograph shows the new manicuring package recently placed on the market by Northam Warren Corp. The box is molded of black "Bakelite" and makes an effective accessory on any lady's dressing table.



New York Sun—100th Anniversary Number.—This important metropolitan newspaper has just issued its 100th anniversary number. In addition to the regular news section there is a very interesting anniversary section which reprints many of the important news stories appearing in *The Sun* during its long existence. Included also is a facsimile of the first copy of *The Sun* issued September 3, 1833. Advertisements in the centennial section are exceptionally interesting, since they were restricted to concerns at least 100 years old.

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Hazel-Atlas Glass Co., Wheeling, W. Va., and Phoenix Metal Cap Co., Chicago.—New Glazo Package.—These two companies have joined in sending us a picture of the new Glazo cuticle massage cream package on which they collaborated. The cap and jar were designed by the Hazel-Atlas Glass Co. and the jar is manufactured by the company. It is of opal glass. The metal closure was produced by the Phoenix Metal Cap Co. This new package has met with considerable success since its introduction by the Northam Warren Corp.



"The Chemist & Druggist," London, England.—*Annual Special Issue, 1933.*—The 1933 special number published by our British contemporary contains a number of interesting articles and the usual large volume of advertising. An article of special interest is entitled the "London Pharmaceutical Industry," and traces the history of the leading manufacturing and wholesale firms in that city. It is illustrated with more than 100 photographs of scenes in the various houses mentioned.

* * * *

Owens Illinois Glass Co., Toledo, O.—New Line of Perfume Bottles.—"Perfumers, always on the alert for specially attractive glass containers that will serve for de luxe packaging of perfume, particularly for the holiday trade, are showing great interest in these new designs created by the Owens-Illinois Glass Co., Toledo. "The handsome shapes and unusual modernistic decorative treatment make these bottles particularly adapta-



ble to holiday trade when perfumes in containers suggesting daintiness and class are universally popular as gifts.

"These bottles are all hand-blown. Frosted glass surfaces are skilfully combined with polished glass panels, and a similar combination of design and treatment is carried into the attractive glass stoppers."

* * * *

Innis, Speiden & Co., New York.—Price List, September 1933.—This is the company's regular list of chemical products, and has an attractive cover calling attention to the particular products sold by the company.

* * * *

George Lueders & Co., New York. — Wholesale Price List, September, 1933.—This is the usual list of natural flower essences, synthetics, and chemical compounds offered by the company. The back cover of the booklet calls special attention to the products of the firm's Brooklyn factory.

A. C. Drury & Co. Inc., Chicago, Ill.—*List of Products*.—The company has issued a very attractive list with its well known "Crossroads of the Nation" trade mark on the front cover. The list covers both technical and U.S.P. chemicals, including a number of materials of value in the cosmetic trade, along with gums, crude drugs, oils, powdered soap and many other items. It also contains an announcement of P. Robertet & Cie., Grasse, France, for whom the house of Drury is American representative, and an announcement that a special list dealing with essential oils, synthetics and specialties for the perfume and cosmetic industry is in course of preparation.

In a brief and effective introduction, the company says: "This is the new list and quite naturally you would like prices . . . and too, nothing would please us more than to be in position to quote firm prices for our full line, but, recent events in international affairs make it quite impossible.

"The 'great' price (with which the bargaining begins), the 'small' price (with which it ends), the 'gross' price, the 'net' price, the 'fixed' price, the 'good' price, the 'beautiful' price, the price 'in the city', etc. . . . all of the subtle variants of prices with which the oriental traders haggled in the bazaars 3,000 years ago, and over which they haggle today!

"So this is a list without prices, but, we are always willing to quote prices for mentioned quantities, whether a package or a car lot."

* * *

Coty, Inc., New York City.—1933 *Holiday Perfume Offer*.—This folder illustrates the 21 bottles of perfume included in the special holiday perfume offer and gives eight convincing selling points.

* * *

Rossville Commercial Alcohol Corp., Lawrenceburg, Ind.—*Rossville Alcohol Talks, August, 1933*.—This number is devoted to petroleum. It traces the discovery, development and use of petroleum from ancient times throughout the world. A subsequent issue of Rossville Alcohol Talks will show the relationship between alcohol and petroleum.

* * *

Marshall Field & Co. Wholesale, Chicago.—*"Field's Digest"*.—The company has released the second issue of this bulletin which presents facts and opinions about various problems affecting retail merchandising. The principal provisions of the temporary retail code now in effect and the proposed permanent retail code are given in this bulletin in chart form.

* * *

Phoenix Metal Cap Co., Chicago.—*"The Flame"*.—The September number is called the children's issue because, as explained in "Sparks," if advertising is planned to appeal to the boys and girls of today, it will have a marked influence on the sale of a product 20 years from now. To carry out this idea, the cover illustration shows the old woman who lived in shoe with her many children, and the text is printed like a first reader in very simple language, with wide spaces between the lines. As usual, some very attractive pic-

tures of new packages with Phoenix caps are illustrated, and some descriptive matter regarding the products themselves is given.

"Sparks from the Flame."—This little booklet is a reprint of an article entitled "Somebody Loves A Salesman" which originally appeared in the July issue of *The Phoenix Flame*.

Enjoys "Perfumer" Each Month

L. A. Schaible

Enclosed please find check for the renewal of my subscription to your "The American Perfumer", which I thoroughly enjoy reading each month.

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York.)

An Excellent Formulary

HENLEY'S TWENTIETH CENTURY BOOK OF RECIPES, FORMULAS AND PROCESSES, Edited by Gardner D. Hiscox, M.E., 786 Pages and Index, Illustrated. The Norman W. Henley Publishing Co., New York, 1933. Price \$4.00.

The new edition of this excellent general formulary represents a distinct advance in many respects over the former editions. The constant advance in art and science make frequent revisions necessary and the latest edition follows its predecessors in keeping up to date on new developments. Much additional material has been compiled, including sections devoted to lacquers, synthetic resins and other products which have come to the fore since the former edition appeared.

A chapter on laboratory operations which describes and illustrates virtually all the processes necessary for working the more than 10,000 formulas which appear in the work is a valuable feature of the new edition. Cosmetics and similar products are given more than 35 pages and flavors are treated quite fully as well. The revised edition is well worth the attention of the manufacturer and particular the beginner in cosmetic production.

* * *

Adventure and New Drugs

JUNGLE MEMORIES, by Dr. Henry Hurd Rusby, 388 pages, 16 plates, Whittlesby Hours, New York, 1933. Price \$3.50.

This is the amazing story of a remarkable man's adventures in a trip across South America in the 80's when communication through that territory was almost unknown and facilities for travelling its forests and streams were extremely primitive. Dr. Rusby was sent by one of the leading drug manufacturers to South America in search of information and supplies of coca leaves. He got these promptly as he has ever been accustomed to do and then his innate love of adventure, exploration and increasing his knowledge of drugs, other plants, birds, beasts and fishes led him, against the

wishes of his employers to undertake a journey which few up to that time had safely concluded.

In this volume, he not only takes the reader through the Bolivian jungles and the Amazon country, but describes the flora and fauna of that primitive region in clearer fashion than most explorers could. Incidentally, he passes over rather casually his own discoveries, among them pichi tops and cocillana bark, made on this trip, which have added materially to the knowledge of medicinal plants and to the relief of suffering in the years which have passed since this remarkable journey was taken.

It has been this reviewer's privilege to know Dr. Rusby for some years and to admire his sterling character and remarkable ability. This genuine affection has been materially heightened by reading "Jungle Memories" for with characteristic modesty, Dr. Rusby has written down his own accomplishments and emphasized those of others which has only made his own attainments shine with greater brilliance. To anyone interested in travel, in adventure, in botany or zoology, this book will commend itself. It recounts a great accomplishment by a truly remarkable man.

S. L. M.

New Materials

UNDER this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

Haarmann & Reimer, Holzminden, Germany, through van Ameringen-Haebler, Inc., New York.—Iraldein, Gamma and Iraldein, Delta.—These two new members of the ionone series are offered in both technical or ordinary and "pure" grades. Iraldein, Gamma, is described as a "very pure unimproved methyl ionone consisting predominantly of the Gamma isomer, while Iraldein, Delta, consists principally of the Delta isomer." The company states that "the Iraldein, Gamma, is stronger and finer than methyl ionone while the Delta is described as having a green note which is not to be obtained with musk, patchouli, etc."

* * * *

L. Givaudan & Cie, Geneva, and Givaudan-Delawanna, Inc., New York.—*Tuberosis*.—This new product was developed in the research laboratories of the house of Givaudan in Geneva. The company reports that "the product should be very interesting in perfumery, although the use of Tuberosa has greatly diminished due to considerable price fluctuation and the high cost of pure natural product". Although no natural tuberose is used in the composition, several Parisian perfumers unanimously agreed that this reproduction is very interesting.

* * * *

Ferdinand Gutmann & Co., Brooklyn, N. Y.—*New Seal*.—"The company has perfected a unique seal which has met with considerable acceptance by the packaging industry during the past year. It is a combination of the C. T. screw cap and type J 'Filma-Seal' (patented 1933) and adaptable for both glass and tin containers. It is a complete guard against counterfeiting. The film must be torn off and destroyed before

contents of package can be touched and the inner seal cannot be replaced. It is the experience of users that 'Filma-Seal' is the tightest seal of its kind ever developed to prevent evaporation and leakage. The cap or film or both can be printed with a warning to the purchaser not to accept the package if inner seal is broken or tampered with in any way, thus giving complete protection to both the manufacturer and consumer. It is economical in cost and automatic in application."

* * * *

Benj. French, Inc., New York, and Descollonges Freres, Lyon and Paris, France.—*"Comallanol"*.—"This new chemical product is characterized by a great tenacity and an amazingly true odor of the delightful, flowery Lily of the Valley perfume".

New Incorporations

Royal Crown Beauty Preparations, Inc., cosmetics, Newark, N. J.; 100 shares no par value stock. Attorneys: Osborne, Cornish & Scheck, Newark.

Lady Fair Cosmetics, Inc., Passaic, N. J.; 100 shares no par value stock. Attorneys: Samuel Hilfman, Passaic.

Harris Extract Co., Inc., Binghamton, N. Y., manufacture ginger, witch hazel, bay rum; \$40,000. Filed by Chernin & Gold, Press Building, Binghamton.

Paladino Distributing Co., Inc., Rochester, N. Y., syrups, flavors, juices; \$10,000. Filed by Rudolph F. Napodano, Central Trust Building, Rochester.

Isana Products, Inc., 3338 N. Central avenue, Chicago, cosmetics and beauty shop and barbers' supplies; 50 shares common stock.

Carle Laboratories, Inc., Suite 951, 10 S. La Salle street, Chicago, toilet preparations; 100 shares common stock.

June Meredith Corp., 536 Cornelia avenue, Chicago, cosmetics; 20,000 shares no par value common stock.

La Lasine International, Inc., toilet and pharmaceutical preparations; 2,000 shares no par value stock. Chartered at Dover, Del.

Hebrew National Soap Corp., soaps; 200 shares 100 common. Filed by Albany Service Co., 401 Broadway, New York.

Grayce Lewis, Inc., toilet preparations; 100 shares no par value stock. Filed by Joseph A. Michel, 38 Park Row, New York.

B. H. Smith Corp., perfume materials, 100 Fifth avenue, New York; 200 shares no par value stock.

Parure D'Ongles, Inc., manicurists' supplies, 521 Fifth avenue, New York; 200 shares no par value stock.

Interstate Scientific Laboratories, Inc., cosmetics; \$20,000. Filed by Abraham Dranow, 401 Broadway, New York.

Santarsieri Continental Product Co. of New York, Inc., flavoring extracts; \$5,000. Filed by B. Robbins, 25 Warren street, New York.

Beyan, Inc., perfumes, toilet waters; \$10,000. Filed by Maurice J. Moore, 92 Liberty street, New York. Adva Co. of New York, Inc., toilet articles; 100 shares no par value stock. Filed by Bernard J. Zincke, Ardsley-on-Hudson, N. Y.

Thorle, Inc., cosmetics; \$5,000. Filed by William Mahar, 25 Broadway, New York.

Canadian News and Notes

Wilson Now with Snyder

"Wave" Wilson, formerly with the Andrew Jergens Co. and the Richard Glass Co., has joined Irwin A. Snyder, Ltd., manufacturers' agent, 689 Broadway, Winnipeg. Mr. Snyder has been connected with Western Canada business for years. The new organization handles the products of a number of important firms including those of the Richard Glass Co.

Canadian Perfumers Play Golf

The Summer gold tournament of the Association of Canadian Perfumers and Manufacturers of Toilet Articles was held at the Cedarbrook Golf Club, Toronto, late in August. No less than 45 members and associates of the association competed in the tournament.

The winners were: low gross, C. H. Beardmore, Renaud Co., 83; low net, T. D. Smith, Renaud Co., 94-28-66; runner-up low gross, Sandy Saunders, *National Home Monthly*, 84; runner-up low net, Fred McBrien, Melba Co., 89-20-69; hidden hole No. 7, Bruce Ross, Dr. Ford and R. E. Lipstroth; hidden hole No. 14, Lloyd Speck, Fritzsche Brothers, Inc.; largest number par holes, first nine won by Bob Dixon, Dominion Glass Co., Ltd., with four par holes; largest number par holes, second nine tied by J. S. Coon and F. D. Allen, with three par holes, won by J. S. Coon; longest drive, first hole, won by D. B. Sayer, 230 yards; most birdies, Fred Fielder.

Out of town guests included George L. Ringel, vice-president of Fritzsche Brothers, Inc., New York; Warren Van Kirk, Sr., and Warren Van Kirk, Jr., of Martha Matilda Harper Co., Rochester, N. Y.; George Kaestner, Canadian Industrial Alcohol Co., Montreal; and Albert Bellefontaine of Montreal.

Prizes for the golf tournament were donated by International Bottle Co., Ltd., London, England; W. J. Bush & Co. (Canada) Ltd., Montreal; Stuart Bros., Montreal; Martha Matilda Harper Co., Rochester, N. Y.; Lambert Pharmacal Co.; and National Drug Co., Toronto. In addition to these, a number of handsome prizes were offered by the association itself.

Canadian Convention Tour Success

J. W. McCoubrey, president and general manager of the United Drug Co. Ltd., Toronto, J. R. Kennedy, treasurer and manager of the toilet goods department, and Prof. G. A. Evans, chief chemist, have returned from a four weeks' convention trip through Western Canada. Eighteen meetings with distributors of the United Drug products were held, during the course of the journey of 6,710 miles.

Mr. Kennedy advises us that they had excellent attendance at these meetings, nearly twice as many as on the last convention trip through that part of Canada. He reports that prospects in the West are much better this year than they have been for some time, particularly in the northern section of these provinces.

Williams Completes Canadian Plant

J. B. Williams Co., Canada, Ltd., Montreal, has completed its spacious new Canadian plant situated on the shore of the St. Lawrence River at Ville La Salle, just outside the city of Montreal. This fine structure has been made necessary owing to the increasing popularity of Williams preparations in Canada. The products made in the new plant will be shaving cream, shaving sticks, talcum powder and soap, shaving bowls, "Aqua Velva," and other preparations.

Ayer Opens Montreal Offices

Harriet Hubbard Ayer, Inc. of New York has opened laboratories and offices at 480 Lagauchetiere street, W., Montreal. The name of the Canadian organization will be Harriet Hubbard Ayer of Canada, Ltd. The company states that this new development will mean a marked reduction in the retail prices of its products. The same liberal trade discounts accorded to the company's dealers throughout the world will be granted in Canada, it is stated, and the policy of price maintenance which is universally observed will be upheld here. The Canadian company will be under the managing directorship of E. Eugene Barr.



CANADIAN GOLFERS WITH PRESIDENT J. R. KENNEDY BACK OF THE "NO PARKING" SIGN

Pinaud Alters Canadian Prices

Pinaud, Ltd., Toronto, has drastically reduced prices and established a minimum resale price with all Government taxes included. Retailers are urged to take advantage of this opportunity which the company claims includes a protected minimum resale price; best price in a smaller quantity; merchandise enclosed to offset freight charges in full; reduced selling price. The company announces that under this plan every retailer is assured of a living profit and is also assured of a protected minimum resale price. Window display material and counter cards are shipped with orders upon request. Among the many products affected by this new plan are Lilas de France Lotion, Eau de Quinine, Eau de Portugal, Philo-come Oil, Bandoline and a number of other products by this company.

Houbigant Displays in Toronto

Houbigant Ltd., Toronto, recently conducted an exhibit at the King Edward hotel, featuring the company's different lines. E. W. Spafford was in charge. Among the products featured were Houbigant dull finish face powder, perfumes, powders and lipsticks. The Christmas sets featured by the company for both men and women are very attractively packaged in flower designed boxes. Mr. Spafford states that the Christmas sets being offered to the trade this year are the best the company has ever put out.

Cosmetics at Toronto Exhibition

Exhibitors at the Canadian National Exhibition are finding business good, according to reports from manufacturers represented there. One United States manufacturer of cosmetics who is displaying at the C. N. E. says: "This is the first time we have had an exhibit here and we are wonderfully pleased with the results we have been getting."

A British manufacturer of cleansers, oils and soaps says: "Business this year is greater than ever. We have nearly doubled our last year's volume."

Exotic tropical perfumes and lotions made in Trinidad, Port-of-Spain, are on exhibition this year at the Exhibition. About 1,000 bottles of "Trinidad Night," "Immortelle" "Eternal Sin" and "Montreal Night" have been shipped to Canada and are being shown as exhibits of colonial industries with 1,500 bottles of Trinidad bay rum recently produced at a plant in Montreal.

Mysore Commissioner in Canada

Bringing with him something of the atmosphere of the spicy plateau land of Mysore in Central India, C. Ranganatha Rao Sahib discussed the sandalwood oil industry with Montreal business men recently, making his headquarters with W. J. Bush & Co., Canada, Ltd., sales representative for Mysore oil. Mr. Ranganatha is the trade commissioner in London for the Government of his highness, the Maharaja of Mysore, ruler of 6,000,000 Indians and entitled to a salute of more guns than any other prince of India upon occasion of visiting the Viceroy.

Mr. Ranganatha says that his is the only Indian State maintaining a trade commissioner in London. Export product is sandalwood oil used as the base of many perfumes and in the manufacture of scented soap.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

Container with body portion having a gale-shaped top. Soap, disinfectants, deodorants, antiseptics, etc. West Disinfecting Co., Long Island City, N. Y.

"Bee Brand." Flavoring extracts, cold cream, talcum powder, tooth powder, etc. McCormick & Co., Inc., Baltimore, Md.

"Darling." Perfumes. Harriet Hubbard Ayer, Inc., New York.

"West." Deodorants, antiseptics, disinfectants, soap, etc. West Disinfecting Co., Long Island City, N. Y.

"Hairset." Toilet preparations. Hump Hairpin Mfg. Co. of Canada, Ltd., St. Hyacinthe, Que.

TRADE MARKS REGISTERED UNDER UNFAIR COMPETITION ACT, 1932

"Parade." Toilet preparations. Parfumerie Rigaud, Inc., New York.

"Fewa." Soaps. H. Th. Bohme Akt. Ges., Chemnitz, Moritzstr. 29/31, Saxony, Germany.

Design of woman's head and shoulders holding before her in one hand a mask. Toilet preparations. Elizabeth Arden of Canada, Ltd., Toronto, Ont.

"Calemona." Concentrated lemon juice, lemon oil, etc. Exchange Lemon Products Co., Corona, Calif.

Design: Green carton, light colored panels with dark lettering and green background. Hair tonic. Chesebrough Mfg. Co., New York, and Montreal, Que.

"Elite." Toilet preparations. William Edward Grassie, Port Credit, Ont.

Design of three bottles: (1) Lower portion substantially rectangular in cross section for major portion of its height, walls of body being curved toward top; (2) Body is substantially square in cross section, with vertical grooves and projections of three faces, fourth face being plain; (3) Body is substantially hexagonal in cross section, with vertical grooves at corners between adjacent faces, bottom of grooves being rounded. Toilet preparations. Northam Warren, Ltd., Montreal, Que.

"Mickey Mouse." Toilet soap. Manhattan Soap Co., Inc., New York.

"Winx." Preparation for eyebrows and eyelashes. Ross Co. of Manhattan, New York.

"Boudrias." Extracts. J. V. Boudrias & Fils, Ltd., Montreal, Que.

"Trulip." Toilet preparations. Ralph Clifford Vaughn, New York.

"Korkalite." Closures for bottles and other containers. Kork-N-Seal, Ltd., 40/43 Norfolk street, Strand, London, W.C.2, England.

"Doucelette." Cosmetics and perfumery. Heather Co., New York.

"Nymphrap." and "Sylphrap." Transparent cellulose. Sylvania Industrial Corp., New York.

"Brimfull." Extracts. Red & White Corp., Ltd., Toronto, Ont.

"X." Deodorants and depilatories. Key Products, Inc., New York.

PATENTS

334,254. Collapsible tube. William P. Holzmark, University City, Mo.

334,439. Closure cap. Robert Landau, Vienna III, Austria.

334,606. Toilet soap. Rosalie Cadrin, née Rosalie Corriveau, d'Armagh Station, Quebec.

334,666. Refillable vanity case. William F. Winning, Brad-dock, Pa.

334,703. Soap. I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-am-Main, assignee of Herman Stotter, Leverkusen, and Theodor Hermann, Leverkusen-Wiesdorf, co-inventors, all in Germany.

335,303. Soap product. Colgate-Palmolive-Peet Co., Chicago, Ill., and Proctor & Gamble Co., Cincinnati, O., assignees of Dallas R. Lamont, Brooklyn, N. Y.

Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,922,204. Closure for collapsible tubes. Carl W. Johnson, Minneapolis, Minn.

1,922,326. Compact. Houston A. Rauber and Benjamin T. Rauber, Montclair, N. J.

1,922,652. Self-sealing collapsible tube. Edward Anderson, Woodhaven, N. Y.

1,922,967. Tooth powder dispenser. Paul J. Mandabach, Chicago, Ill.

1,922,999. Collapsible tube cap. Thomas Williams, New Castle, Pa.

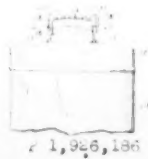
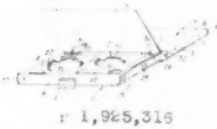
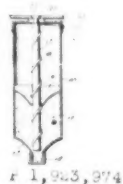
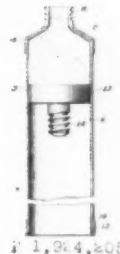
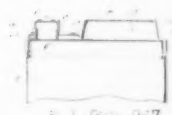
1,923,071. Pouch for toilet articles. Ella B. Blom, Jackson Heights, N. Y.

1,923,974. Dispensing device. Richard W. Hand, Manhasset, N. Y.

Patents



D 90,545



1,924,205. Container for shaving cream, tooth paste, and the like. Henry C. Everett, Jr., Boston, Mass., and Christopher L. Migliaccio, Cranston, R. I., assignors to Old Colony Distributing Co., Boston, Mass.

1,924,242. Closure cap securing device for containers. John W. Kaye, Luling, Tex.

1,924,161. Dispensing structure. Edwin W. Lodge, Haddonfield, N. J., assignor to one-half to Lowder T. Layton, Merion, Pa.

1,925,316. Vanity box. Giles C. Fullmer, Bridgeport, Conn., assignor to Bridgeport Metal Goods Manufacturing Co., Bridgeport.

1,925,466. Container. Robert D. Simpson, Columbus, Ohio.

1,925,926. Self-sealing paste tube cap. Conrad Kunkel, Ocean-side, Long Island, N. Y.

1,926,080. Artificial Musk. John William Borman, Glen Ridge, N. J., assignor to Harold H. Fries, doing business as Fries Bros., New York.

1,926,186. Closure for dry powder dispensing cans. Odell Wilson, Rocky River, Ohio, assignor to Corega Chemical Co., Cleveland, Ohio.

1,926,204. Locking closure. Thrasybule D. Lazarides, New York.

1,926,300. Nonremovable closure for containers. John C. Munk and Martin Zirmer, Portland, Ore.

1,926,311. Closure for containers. William J. Simmons, Lockport, N. Y.

1,926,367. Liquid and semiliquid container. John Bertram Booth, Croydon Park, New South Wales, Australia.

Designs Patented

90,558. Design for a perfume bottle. René Tricard, Paris, France, assignor to Lenthéric Inc., New York.

90,649. Design for a closure cap or similar article. Joseph R. Fleisch, Clifton, N. J., assignor to Anchor Cap & Closure Corp., Long Island City, N. Y.

90,650. Design for a bottle. Edwin W. Fuerst, Toledo, Ohio, assignor to Wizard, Inc., Chicago, Ill.

90,683. Design for a holder for cosmetics or the like. Henri Sadacca, New York, N. Y., assignor to Tekero, Inc., New York.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

1,270.—Agustín Reyes García, Habana, Cuba. Filed May 18, 1932. Under General Inter-American Convention for Trade Marks and Commercial Protection. (Registered in Cuba, No. 50,085, dated Feb. 17, 1931, on application filed Aug. 23, 1930.)—Toilet preparations.

322,861.—Price Flavoring Extract Co., Chicago, Ill. (Dec. 31, 1931.)—Flavoring extracts.

325,102.—Friedrich Klein, Berlin-Neuköln, Germany. (Mar., 1931.)—Hair dyes, hair bleaching means.

325,447.—Samuel R. Weinberg, doing business as Nugloss Products, Brooklyn, N. Y. (Dec. 1, 1930.)—Nail preparations.

325,912.—Société Khasana, Paris, France. (Nov., 1931.)—Deodorant.

326,015.—Félix Guillard-Bribes & Co., Perles, Paris, France. (Feb. 4, 1932.)—Beauty creams.

327,737.—Plough, Inc., doing business as Craig's, Inc., Memphis, Tenn. (Oct. 22, 1928.)—Toilet preparations.

328,222.—Montana Mineral Labs., Billings, Mont. (Oct. 15, 1931.)—Tooth paste and facial cream.

330,556.—Texas Co., New York. (Aug. 23, 1932.)—Naphthenic acids for manufacture of soaps.

331,852.—Colgate-Palmolive-Peet Co., Chicago, Ill. (1894.)—Soap.

332,231.—Leading Perfumers & Chemists, Inc., New York. (Dec., 1920.)—Toilet preparations.

333,397.—Byron A. McAnsh, doing business as Pyronox Labs., Chicago, Ill. (Aug. 17, 1931; Dec. 15, 1932.)—Toilet preparations.

333,542.—Vince Labs., Inc., New York. (Nov. 15, 1932.)—Mouth preparations.

333,595.—Ives-Dianette Labs., St. Paul, Minn. (Apr. 28, 1932.)—Hair preparations.

334,719.—Sheffield Dentifrice Co., New York. (Dec. 24, 1932.)—Toilet preparations.

335,100.—Mrs. Gertrude Schulte-Tenderich, Denver, Colo. (May 10, 1932.)—Flesh reducing compound.

335,420.—Jackel et Cie., Ltd. (Of Paris), Glasgow, Scotland. (1930.)—Toilet preparations for the hair.

336,095.—Paragon Labs., Inc., Newark, N. J. (Oct. 20, 1928.)—17 volume hydrogen peroxide for use in hair-dressing shops.

336,382.—Trinity Labs., Inc., Austin, Tex. (Mar. 1, 1924.)—Toilet preparations.

336,857.—Calumet Tea & Coffee Co., Chicago, Ill. (May 1, 1899.)—Flavoring extracts.

336,873.—George W. Julian, doing business as Julian's Medicine Lab., Tifton, Ga. (Mar. 1, 1933.)—Baby powder.

337,005.—Household Products Co., Chicago, Ill. (Nov. 28, 1932.)—Flavoring extracts.

337,063.—Baker Extract Co., Springfield, Mass. (Mar. 1, 1912.)—Witch-hazel.

337,482.—Natural Sugars, Inc., Brooklyn, N. Y. (Mar. 15, 1933.)—Liquid flavoring for foods.

337,776.—B. L. Corley, San Francisco, Calif. (Apr. 15, 1933.)—Tooth powder and antiseptic solution.

337,807.—Société Secor, Paris, France. (Nov. 29, 1932.)—Toilet preparations.

337,947.—Eckard's of Erie, Inc., Erie, Pa. (May 15, 1932.)—Toilet preparations.

338,190.—Lisle D. Hoskins, Chicago, Ill. (Nov. 7, 1931.)—Nail gloss.

338,342.—Spoonier, Inc., New York. (Dec. 20, 1932.)—Body deodorants.

338,398.—Bennett Glass—Paint Co., Salt Lake City, Utah. (May 19, 1933.)—Hand cream.

338,410.—Glazo Co., Inc., New York. (May 22, 1933.)—Nail preparations.

338,479.—Bourjois, Inc., New York. (Feb. 16, 1933.)—Toilet preparations.

338,502.—Royal Bond, Inc., St. Louis, Mo. (Oct. 4, 1929.)—Embalmer's supplies, including cosmetics.

338,578.—Parfumerie St. Denis, New York. (Apr. 19, 1933.)—Toilet preparations.

338,583.—William E. Sherbondy, Cleveland, O. (Dec., 1932.)—Vanity cases and cosmetics therefor.

338,595, 338,921, 338,922.—Elizabeth Arden, Inc., New York. (May 24, 1933; June 5, 1933; May 27, 1933.)—Soap; preparation for removing superfluous hair; sunburn lotion, respectively.

338,690.—J. L. Ellett, Philadelphia, Pa. (June, 1931.)—Shampoos and medicated greaseless creams.

338,773.—C. C. Gildner, Los Angeles, Calif. (June 15, 1930.)—Liquid skin tonic.

338,875.—Osmer F. Oliver, doing business as Tri-Dermis Co., Akron, O. (June 9, 1933.)—Skin creams.

338,893.—Arctic Bear Labs., Inc., New York. (May 26, 1933.)—Shaving cream.

338,911.—Southwestern Drug Corp., Waco, Tex. (1912.)—Rubbing alcohol compound.

338,936.—Benjamin Meltzer, New York. (June 15, 1933.)—Detergent hand cleaner.

338,998.—L. T. Piver, Inc., Wilmington, Del., & New York. (May 23, 1933.)—Face powder.

339,015.—John H. Warner, doing business as Lee Products Co., Dayton, O. (Mar. 23, 1933.)—Preparation for use on wounds made in shaving.

339,031.—Happy Feet Co., Los Angeles, Calif. (May 1, 1933.)—Foot powder.

339,039.—Mosby's A to Z Co., Cincinnati, O. (Oct. 27, 1932.)—Carbonated antiseptic.

339,182.—Commercial Solvents Corp., New York. (Apr. 22, 1933.)—Ethyl alcohol and grain alcohol.

339,244.—Joseph Fiala, doing business as X-Y Co., Cleveland, O. (June 16, 1933.)—Preparations for hair.

339,301.—Colgate-Palmolive-Peet Co., Chicago, Ill. (May 11, 1933.)—Dental cream.

339,371.—Daisy Todd Beauty Preparations, New York. (June 26, 1933.)—Toilet preparations.

339,397.—Herbert H. Harris, New York. (June 12, 1933.)—Cosmetics.

339,449.—Brockway Sales Co., Brockway, Pa. (Apr. 29, 1933.)—Bottle closures.

339,460.—Maison Jeurelle, Inc., Chicago, Ill. (Jan. 9, 1928.)—Toilet preparations.

339,493.—Ellwyn de Laittre George, doing business as De Laittre Vitamin Products Co., Los Angeles, Calif. (Feb. 6, 1933.)—Cosmetics.
 339,506.—Standards Brands, Inc., New York. (July 26, 1918.)—Flavoring extracts.
 339,545.—Worcester Salt Co., New York. (Dec. 17, 1931.)—Tooth paste.
 399,599.—Cia. Commercial "Herdez", S. A., Mexico, D. F., Mexico. (Jan., 1933.)—Shaving creams.
 339,604; 339,606; 339,942.—Lanman & Kemp-Barclay & Co., Inc., New York. (1873; 1830; 1880, respectively.)—Toilet preparations; toilet water; toilet soap, respectively.
 339,619.—Four Seasons Products Co., East Orange, N. J. (Mar. 24, 1933.)—Skin softening and healing lotion.
 339,738.—Parke, Davis & Co., Detroit, Mich. (May 20, 1933.)—Toilet powder.
 339,754.—Othmar J. Mendlik, doing business as Fi-Ba-So Products Co., Tyngsboro, Mass. (May 20, 1933.)—Cleaning preparation for hands.
 339,974.—Lehn & Fink, Inc., Bloomfield, N. J. (June 21, 1933.)—Antiseptic and disinfectant preparation.

340,226.—Justrite Co., Milwaukee, Wis. (Apr., 1927.)—Soap for dogs and cats.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M305,837.—Irene Cosmetic Shoppe, New York. (Oct. 15, 1931; Serial No. 336,163.)—Toilet preparations.
 M305,843.—Maxwell Kemper Willoughby, doing business at Wave Your Own Co., Auburn, N. Y. (July 1, 1932. Serial No. 335,148.)—Hair curling liquid.
 M305,848; M306,130.—Leonard B. Krick, doing business at Mador, Inc., Chicago, Ill. (Serial Nos. 331,828 and 331,826, respectively. July 1, 1932.)—Toilet preparations and flavoring extracts, respectively.
 M306,131.—George A. Wieda, doing business as Soapless Products Co., New York. (June 20, 1932. Serial No. 330,499.)—Dentifrice.

Trade Marks

Barclay
WINTERS
 M305,837

Mesha
 325,102

CARTEL
 332,231

VINCE
 333,542

ARISTON
 334,857

LEUPAY
 337,947

**Royal
Bond**
 338,502

338,911

339,031

CW
 339,506

BARCLAY & CO.
 339,608 + 339,942

Little Sun
PERSPIROL
 M305,843
 325,912

333,397

333,595

GLEEM
 338,190

338,583

Ardana
HAIR-OFF
 338,921

MOSBY'S
ANTISEPTIC
 339,039

4
SEASONS
 339,659

MADOR
 M305,848

335,447

Jana Kile
334,719

DR. JULIAN'S
"TRY NO MORE"
 336,873

PITROD
 338,342

YANKEE DOODLE
338,678
339,695

Ardana
338,922

CONSOL
 339,182

Méchanté
 339,397

VACA-LOC
 339,449

PAL
 339,599

MADOR
 M306,130

336,015

335,100

337,063

338,773

MATITE
 339,998

X-Y
 339,244

339,738

Soapless
 M306,181

raig
 327,737

335,420

REALM
 337,005

GLASS
 338,410

KOREXOL
 338,690

Practi-kreme
 338,936

339,301

339,545
seventeen
 339,460

HUIT DU SAMEDY
 1,270

338,222

336,095

337,482

WASHOFF
 338,398

TRI-DERMS
 338,875

NIC
 339,015

Daisy Todd
339,571
MURRAY & LANMAN
 339,606

FI-BA-SO
 339,754

AMPHYL
 339,974

Or Price's
 322,961

NATEX
 330,556

331,852

336,382

337,776

THO-RADIA
 337,807

Palmer's
338,479

**ARCTIC
BEAR**
 339,893

339,493

340,226

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.60@	.63
Apricot Kernel	.24@	.30
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	48@	.52
Araucaria	1.75@	1.85
Aspic (spike) Span.	.62@	.70
French	.80@	1.00
Balsam Peru	6.00@	
Balsam, Tolu, oz.	4.25@	
Basil	2.35@	(oz.)
Bay	1.65@	2.00
Bergamot	1.80@	2.15
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Boise de Rose	1.10@	2.65
Cade, U. S. P.	.30@	.33
Cajeput	.55@	1.00
Calamus	3.25@	
Camphor "white"	.21@	.24
Cananga, Java native	2.20@	2.35
Rectified	2.75@	3.00
Caraway	2.00@	
Cardamom, Ceylon	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 p. c.	1.05@	
rectified, U. S. P.	1.25@	1.40
Cedar leaf	.70@	.75
Cedar wood	.33@	.38
Cedrat	4.15@	
Celery	9.50@	11.50
Chamomile (oz.)	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.43@	.48
Java	.52@	.57
Cloves Zanzibar	.94@	1.00
Cognac	18.00@	21.00
Copaiba	.57@	.62
Coriander	4.50@	
Croton	2.60@	3.00
Cubebs	3.00@	
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.28@	.30
Fennel, Sweet	1.20@	1.40
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	4.50@	4.60
Bourbon	4.70@	5.00
Spanish	16.00@	
Turkish	1.85@	2.10
Ginger	3.65@	3.90
Gingergrass	3.00@	3.15
Grape Fruit	2.85@	
Guaiac (Wood)	2.35@	
Hemlock	.73@	.80

Hops (oz.)	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries	1.40@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	1.80@	3.50
Lemon, Italian	1.05@	1.40
Calif.	.75@	.90
Lemongrass	1.20@	1.45
Limes, distilled	7.50@	8.50
expressed	11.00@	11.75
Linaloe	1.60@	1.75
Lovage	27.50@	
Mace, distilled	1.25@	
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	8.50@	10.00
artificial	1.85@	2.00
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, p.	90.00@	150.00
Petale, extra	120.00@	175.00
Niaouli	3.45@	
Nutmeg	1.25@	
Olibanum	6.50@	
Orange, bitter	1.70@	2.00
sweet, W. Indian	1.60@	1.75
Italian	1.60@	2.00
Spanish	2.80@	3.00
Calif. exp.	1.10@	1.25
dist.	.60@	
Origanum, Spanish	.70@	.90
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.25@	3.65
Pennyroyal, Amer.	2.05@	2.30
French	1.50@	1.65
Pepper, black	6.50@	
Peppermint, natural	2.75@	3.00
redistilled	3.00@	3.20
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.20@	1.50
Pine cones	3.00@	
Pine needles, Siberia	.85@	
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.38@	.42
Spanish	.26@	.35
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East		
India	6.00@	7.00
Australia	3.00@	
Sassafras, natural	.85@	.90
artificial	.24@	.26
Savin, French	1.85@	2.00
Spearmint	1.25@	1.40
Snake Root	8.00@	10.00
Spruce	.73@	.80
Styrax	7.00@	
Tansy	2.20@	2.35
Thyme, red	.60@	.70

White	.70@	1.00
Valerian	10.00@	
Verbena	3.75@	7.00
Vetivert, Bourbon	5.00@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.25@	2.60
Wormwood	3.25@	3.50
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	4.00@	8.00

TERPENLESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	50.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-eugenol	18.00@	27.00
Benzyl Propionate	2.25@	3.00
Benzylidenacetone	2.50@	4.00
Borneol	1.60@	2.25
Bornyl Acetate	1.75@	8.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	2.85@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.00@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellol	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.50
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	3.00@	3.85
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.00@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptine C'b	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylac'tate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	6.50@	7.50
Ketone	7.50@	9.50
Xylene	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.00@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.32@	.36
Santalyl Acetate	22.50@	
Skatol, C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	4.65@	5.50
(guaiacol)	4.40@	5.00
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75

BEANS

Tonka Beans, Para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole	1.00@	1.25
South American	2.00@	2.50

SUNDRIES AND DRUGS

Acetone	.11@	.15
Alcohol, 190-pf. gal.	2.37 1/2@	2.63 1/2
Almond meal	.21@	.25
Alum, potash	.03 1/4@	.03 1/2
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.30@	.33
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.25@	
Boric acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08 3/4
Ph'phate, tri-basic	.13@	.15
Sulfate	.03 3/4@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03 1/2@	.06 1/2
Cetyl Alcohol	.75@	1.50
Cherry laurel water,		
gal.	1.25@	
Citric acid	.35@	.40
Civet, ounce	3.75@	4.50
Cocoa butter	.18@	.20
Clay, Colloidal	.03@	.03 1/2
Formaldehyde	.06 1/2@	
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white	.20@	.22
amber	.09 1/2@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.25@	.40
Henna, powd.	.14@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrus	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06 3/4@	.07 1/2
Stearate	.19@	.25
Sulfate	.02 1/2@	.03
Musk, ounce	15.00@	25.00
Oils, vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.40@	1.00
Orris root, powd.	.20@	.75
Paraffin	.03 1/2@	.05
Patchouli leaves	.16@	.20
Petrolatum, white	.06 1/2@	.10 1/2
Phenol	.16@	.20
Potassium, carbonate	.13@	.16
Hydroxide	.07 1/4@	
Quince seed	.90@	1.50
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	.55@	.85
pale	.40@	.50
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood, chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys.	.01 3/4@	.02 1/4
Phosphate, tri-basic	.03 1/4@	.04
Spermacetti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip.	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1	1.20@	1.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc, Peroxide	.18@	.21
Oxide	.13 1/2@	.15
Stearate	.21@	.28

New York Market Report

TRADING in essential oils was generally satisfactory during the month since our last review was published. There was a fairly active business throughout the period but business was not quite so brisk as it had been earlier in the Summer. Some anticipatory buying took place at that time and this took some of the larger buyers out of the market. This purchasing was in anticipation of price advances some of which have taken place and others not, but, in any event, it accounted for a fair share of the consuming demand for the late Summer months possibly extending into the early Autumn with the result that the strong and active market of July and June was not sustained past the middle of August.

However, to offset this, small and moderate buyers of oils were in the market regularly and for somewhat larger supplies than they have been taking. It is believed that this indicates a more active demand from the trade in finished goods and augurs well for business in essential oils during the Fall and Winter.

The floral group has been rather slow principally because consumers have been awaiting more definite news regarding crops and conditions at primary points before deciding on a course of action. It is now known that crops of both *jasmin* and *lavender*, the large items in the list are small and that prices of both oils in francs have shown a considerable advance which may be increased later. This will undoubtedly stimulate buying for nearby requirements but seems unlikely to lead to an increase in forward purchasing. Buyers are still very cautious and will hardly contract far in advance even with a short crop to contend with. *Rose* is also in a difficult position due to the monopoly of the Bulgarian bank of this year's distillation. However, it is unlikely that there will be much change in prices during the next few months for stocks are still available here and at shipping points in Europe outside Bulgaria which should be ample for seasonal needs this year.

The domestic group has declined with the arrival of new crop oil and the cautious policy pursued by large consumers. *Peppermint* is offered more cheaply in the country and on spot and *spearmint* is also lower. *Pennyroyal* on the other hand has advanced and *wormseed* is holding steady although demand for both is light.

The citrus group has been featured again by firmness in orange and steadiness in lemon. Consumption has been moderate, probably not quite up to expectations and in some quarters doubt is expressed that either oil will remain firm in the face of declining consumption during the Winter months. There are ample supplies available.

Miscellaneous oils have been irregular and not any too active. Buyers of soap makers oils appear to be quite well stocked with goods at the moment and prices, while much steadier than they have been lack firmness when actual orders appear. *Java citronella* is firmer and *lemongrass* is also somewhat steadier than it has been. Prices on *geranium* are maintained. *Linaloe* and *bois de rose* seem slightly easier.

On the whole, the Summer market for essential oils has been much more satisfactory than was anticipated and it is expected that the gradual upturn in industrial operations will lead to a more satisfactory situation and generally firmer quotations during the coming season.

Synthetics and Derivatives

BUSINESS has not been quite so active in this group as it was earlier in the Summer but is well ahead of the levels of last year according to leading importers and manufacturers. The buying has thus far been confined principally to bulk items although there has been an encouraging inquiry for the finer products used in perfume formulas and in toilet preparations. Makers of toilet soaps have been in the market for fair quantities of goods during the last month and this has stimulated inquiry for perfume materials as well. Sales have been only moderate but prices are showing greater firmness both on account of anticipated recovery in business and to somewhat increased costs which have resulted from the N.R.A. codes.

Menthol has been under fair demand but has not strengthened in price. *Geraniol* has been quite firm and makers have been stimulated to hold prices by reports that some large buyers in the soap trade would shortly be in the market for substantial quantities. This is a new source of orders and will be important if it materializes in accordance with current rumors. *Linalool* is slow owing to cheapness of natural material of comparable odor value.

There is a reasonably good demand for cheaper qualities of *alpha amyl cinnamic aldehyde* and other *jasmin* substitutes for soap. *Phenyl ethyl alcohol* has been in fair request. *Musks* have held steady with some interesting inquiries in the market although actual large business has not been greatly in evidence.

The market as a whole is quite firm and anticipated activity during the Fall is expected to hold it steady during the present brief interval of slackness. There is ample business in sight when the consuming trades begin to feel the effects of recovering industry and sentiment in the market is optimistic over prospects for better times.

French Bills Affect Perfumery

Two important bills affecting perfumery and raw materials industries in France are now pending in the French parliament. One would reduce the luxury sales tax on perfumes and cosmetics from 12% to 6%. This tax has been quite troublesome to importers here on account of the insistence of the U. S. customs officials of including this tax in the basis for import duty. The other bill, on which a favorable report has been issued, establishes control of production, marketing and use of aromatic plants, essential oils, etc., as distinguished from synthetic and chemical products.

The bill provides for compulsory public declaration of aromatic plant manufacturers and the production of oils and essences. The use of the word "natural" would be limited to products free of all artificial chemical or synthetic admixtures, and the latter would have to be so marked. An official certificate would have to accompany all shipments of natural products. Manufacturers of natural perfume materials would have to keep a record of materials received and products shipped, subject to the control of inspectors. Natural and synthetic products would not be permitted to be manufactured on the same premises.

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

German Hogs to Yield More Fat

RECENT advances in duty rates on imported lard have intensified interest in increasing lard production in Germany, but by means of more complete rendering rather than by increased hog production which might depress the market for hogs and pork, according to the Bureau of Agricultural Economics. Hamburg lard importers anticipate that the inward movement of lard for the last half of this year will be at least 50 percent below the 118,000,000 pounds imported during the last half of 1932, of which 85,000,000 pounds was American lard, says the bureau.

The keenest competition among edible fats in Germany is reported as between lard and margarine, since butter is more expensive than either of the other two fats. Progressive increases in German lard import duties and the control of margarine production have put the price of all three fats out of reach of many consumers, it is stated. Despite the use of so-called "fat cards," which entitle the poorer classes to buy fat at reduced rates, a noticeable increase in the use of cheaper jams and marmalades in place of fats is reported.

Cakes of Soap for Use Once

A small body (substance) which serves as inner support is immersed in liquid soap of a definite consistency, whereupon it becomes coated or covered with a layer, which is permitted to become hard. This operation can be repeated as often as may be necessary. The supporting body can be given any shape that may be desired, for example the form of a square or the form of an oval. Wood, celluloid, cork, clay, glass, etc., may be used as material, which if, need be, is made crude on the outer side, or else any other suitable or cheap substance may be used.

Lofah offers a very excellent underlye for the layer of soap; the liquid soap becomes infiltrated in the pores of this material and a cake of soap is thus obtained which can serve at the same time as sponge or brush for the skin. If use is made of hollow clay substance, glass substance, etc., as inner support, cakes of soap are obtained that float on the water. For the purpose of immersing or hardening the layer of soap, the supporting body is temporarily hung on a wire or hook, which is later removed, or any similar method is availed of. The finished cakes of soap can be pressed in the usual way and thus they gain a better appearance. After use the supporting bodies or substances are thoroughly disinfected and can then be used again.—*Seifenseiter Zeitung*.

Index Numbers for Oils and Fats

THE United States Department of Agriculture in arriving at the index numbers of farm prices uses as the base period the five-year period between August, 1909, and July, 1914. The Agricultural Adjustment Act utilizes the same base period in the case of all agricultural commodities covered by the Act, except tobacco, in establishing the prices at which farmers must sell in order to give agricultural commodities at the present time a purchasing power with respect to articles that farmers buy equivalent to the purchasing power of agricultural commodities for the base period August, 1909, to July, 1914. Based on the August, 1909—July, 1914, period, the index number of all farm products at the end of July, 1933, stood at 76.

The statistical department of the Bureau of Raw Materials for American vegetable oils and fats industries has prepared an index number on 23 oils and fats, using the identical base period as that employed by the United States Department of Agriculture in arriving at the index number of farm products. As compared to this base period the index number of the 23 oils and fats for the month of July, 1933, stood at 73.4. The index numbers of some of the principal oils and fats making up the composite index number are as follows:

Cottonseed oil, crude, southeast.....	89.8
Corn oil, crude	116.7
Soya bean oil, crude	126.3
Lard	65
Oleo oil	63.9
Coconut oil	48.2
Linseed oil	119.8
Peanut oil, crude	75.7

The index numbers of the principal oils and fats show that at the end of July the prices of the oils and fats of strictly domestic origin, as contrasted with normal, compared about as favorably with normal prices as did the prices of all farm products or else approached considerably closer to normal than did farm product prices.

Comparison of the price index trend of oils and fats with that of farm products shows that the two follow each other with a marked degree of uniformity over a long period of years, except during the World War period when there was a marked divergence, due to the tremendous prices paid for oils and fats. Since the early part of 1931 the index number of oils and fats has been above the index number of all farm products as compiled by the Department of Agriculture.

Exhaustive Survey of Citronella

Marked Change in Market Leads to Similar Change in Methods of Operation At Primary Points

THE American Trade Commissioner for Batavia, Java, submitted a report on citronella oil from Java in the past month and has quoted largely from an article in the *Economisch Weekblad* of May 26, 1933, which gives some interesting information concerning this product heretofore unpublished.

"There is no doubt," it says, "that a change is in progress in the market position of Java citronella oil. The steady increase of the monthly exports and the slow decline of the prices leads to the question of how the situation will develop. We therefore consider it important to discuss this matter here.

"After the overproduction in the years 1926 and 1927, and the stabilization in the years 1928 and 1929, the market for citronella oil has been marked by a comparatively quiet tendency. The sharp decline to which almost all products have been subjected during the last three years has not affected citronella oil in the same degree. The trade in this oil has felt the effect of the bad times, but the price of the product has evaded the catastrophic decline that was registered throughout the world for almost all products.

"Now that the general price fall has more or less come to a stop (we write 'more or less', because in the first months of 1933 the price fall has continued again for many products), it appears that the position of the citronella oil is becoming less favorable and that the price is moving downward."

Following is a table summarizing the exports of Java citronella oil in the years 1927 to 1932, inclusive. These figures are compiled from figures published monthly by the Central Statistical Bureau.

EXPORTS OF CITRONELLA OIL

	(In Metric Tons)					
	1927	1928	1929	1930	1931	1932
Europe	881	711	451	466	519	500
America	312	317	298	221	236	367
Asia	99	99	98	114	113	119
Australia	13	11	11	10	14	6
Others	8	1	4	4	4	
Total	1,313	1,139	862	815	886	991
	(In Percent)					
	1927	1928	1929	1930	1931	1932
Europe	67.0	62.4	52.3	57.2	58.7	50.4
America	23.7	27.9	34.6	27.1	26.7	37.0
Asia	7.6	8.7	11.4	14.0	12.7	12.0
Australia	1.1	0.9	1.2	1.3	1.5	0.6
Others	0.6	0.1	0.5	0.4	0.4	

The report considers the years of 1926 and 1927, as well as part of 1928, as a period of overproduction, in view of the fact that it assumes the exports in these years did not balance the consumption, while in the years 1928 and 1929 they did. The latter two years are considered the stabilization period. The last three years, namely 1930, 1931 and 1932, have also shown a tendency to balance, although there is fluctuation in the ex-

portation itself. In 1928 a sharp decrease in exports to Europe is noted while an increase of 4.2 per cent of the total is recorded for America.

In 1929, the stabilizing year, a sharp increase in exportation to all markets was noted, with the exception of Europe. This market shows a drop from 62.4% of the total exportation from Java to the world markets to 52.3%, over a ten per cent drop of the entire output. It will be noted in the table that all other markets shared in the increase of their individual demand thereby making up this ten per cent.

In 1930 the European market again increased its demand and the American market dropped off. A slight increase in Europe is noted for 1931, while the American demand suffered an almost imperceptible drop again. In 1932 Europe's scale dropped to just barely half of the total exportation, while America climbed to a demand of 37.0% of the total shipment. Asia still purchased 12.0% showing a very slight decrease, and Australia hit a new low of 0.6%. The market in the rest of the world completely vanished.

An increase in output of the citronella oil for 1931 and 1932 will be noticed, thus showing an increasing market after the stabilization had taken effect. The output in 1932 was 12% higher than that of 1931, whereas the price for citronella oil had decreased only 7½% in the same time.

In regard to this fact the *Economisch Weekblad* says: "We may perhaps derive from this that the increase in production which took place in 1931 and 1932 has not been abnormally large. It is also not improbable that the demand is elastic (demand being stimulated by lower prices). At a lower price citronella oil may be used on a larger scale for the perfuming of soap than at a higher price and inferior perfumes will be replaced by citronella oil. There exists undoubtedly such a tendency, but we should not forget that present economic conditions may be an obstructive factor in this respect. Any reduction in expenses is very welcome now to the manufacturer and it must be doubted that under the present condition he will improve the quality of his product. Seeing it in this light, we are not inclined to estimate the elasticity of the demand for citronella oil too great."

The destination of individual countries is an important factor in displaying the extent of the effect of economic conditions on the market.

"The countries in Europe where exports have almost entirely remained unchanged are: Holland, France, and Italy," says the *Economisch Weekblad*. "Great Britain and Germany show great differences, however."

An explanation continues, "the increase of the 'shipped quantity' to Great Britain (in 1932 about twice as much as 1930) must be ascribed partly to the generally

less unfavorable economic position of the said country (because of the fall of the sterling it could maintain itself better industrially than other European countries). The great decrease in exports to Germany we do not consider unexplainable either. The uncertain economic political conditions in this country must have had a great influence, whereas also in the countries whence part of the quantities shipped to Germany find their way, the import has been obstructed and is still being obstructed in every way possible (reduction regulations and valuta difficulties, i.e. in Poland, Scandinavia, etc.)."

The increase in America comes from the increase to the Atlantic coast. The chart for our two coasts being as follows:

Exports of citronella oil to America (in metric tons):

	1930	1931	1932
Atlantic Coast	208	224	364
Pacific Coast	13	11	2
Total	221	236	366

The average price change that has taken place in these years is as follows:

Average prices of citronella oil per kilo (including drum) in florins:

1927	1928	1929	1930	1931	1932
1.85	2.05	2.85	2.67	2.26	2.09

These prices are based on the average annual prices at Batavia. The decrease in cost price is affected mainly by the decrease in native labor wages, this amounting to about 75%. Consequently even the 1932 price although greatly decreased still allows a good profit.

In the first three months of 1933 the exports have increased, as compared with the corresponding period of 1932, by nearly 48%, and when compared with the average monthly exports in 1932, by approximately 31%. This considerable increase in exports may influence the price strongly in case it should continue in the forthcoming months.

Concerning this the *Economisch Weekblad* states, "That at lower prices an important increase in the consumption of the oil in Europe may be expected, does not appear probable to us. Perhaps other continents will be prepared to buy more at lower prices as was the case with America in 1932. The fall of the dollar rate is a less favorable factor for this."

It concludes with the opinion that the "producers of Java citronella oil will enter into difficult times."

New Process of Whale Oil Recovery

An improved process for the recovery of oil from whale blubber and similar material has recently been perfected by E. Olsen, a Norwegian inventor. The liquid formed in each of a number of steam pressure digesters flows through separate pipes into a common separating tank maintained at the digestion pressure and large enough to receive all the liquid products from at least one digester. The digesters are charged with blubber, etc., closed and placed under steam pressure.

The bloodwater which first separates is blown off through a pipe, and the liquids which subsequently separate are pressed through a valve into the separating tank to which steam is admitted by a pipe, and which is fitted with perforated baffles to assist in the separation of oil. The oil is drawn from the dome by a pipe. Sight glasses are fitted in the connecting pipe. The level in the tank is controlled by drawing off water through valves or pumping in water.

New Method for Glycerine Refining

A process for the refining of saponification glycerine by first condensing the glycerine with a ketone or aldehyde and then splitting the resulting product was suggested some years ago, but so far as the present writer is aware it was not brought to practical application. It now forms the subject, however, of a recent patent granted to Henkel & Co., of Dusseldorf, Ger. pat. No. 519,470. The chief trouble in the usual method of refining crude lies in the solubility of the inorganic salts in the glycerine. These salts accumulate in the still and have to be constantly removed, involving some loss of glycerine. It has now been found that, by condensing the crude glycerine with a suitable ketone or aldehyde, an operation well known and easily carried out, and then splitting the resulting condensate (dihydrodioxole-1,3), a quantitative yield of nearly pure glycerine may be obtained, and by simple distillation the pharmaceutical grade may be produced.

By way of example, 300 g. of cyclohexanone is heated up with a like amount of crude glycerine together with a little sulfuric acid (sp. gr. 1.84). The water thus formed is removed by distillation, and after cooling the separated salts are filtered. Some acid, say 1-5 c.c. of semi-normal hydrochloric, is now added, and the condensate is split with steam. A little carbon, about 1%, may be added at the same time, for bleaching the product. The ketone and acid are driven off completely with steam, the glycerine filtered from the carbon, and evaporated in vacuo to the desired degree of concentration. The yield of refined glycerine is practically quantitative, and its purity is up to 96.5% glycerol.

A higher degree of purity even than this is obtained by using methylcyclohexanone, 200 g., with the same amount of crude glycerine, then adding 6-8 g. of potassium bisulfate dissolved in 40 c.c. water. The water is distilled off and the salts removed as before, and the product split with acid and steam. A high yield of glycerine of 99.8% purity, with little or no loss, is claimed in the patent specification.

Colorimetric Determination of Glycerine in Soaps

To obtain the glycerine content in glycerine soaps, the bichromate method is generally employed. But this method is especially difficult if sugar, alcohol, dextrin or other substances are present which will oxidize through chromic acid. In such cases the content must either be determined through the acetin method, the direct weighing of the glycerine, or according to Donath and Mayrhofer. Dingemans proposes in such cases a colorimetric determination. Schiff's reagent serves as the comparing liquid, a solution of 1/40% of fuchsin in water, through which sulphuric acid has been conducted until a weak pink color remains. It is not necessary to remove the sugar beforehand, but dextrin or alcohol should not be present. The dextrin should be precipitated with hot alcohol while the alcohol should be allowed to evaporate. Formaldehyde and honey naturally will prevent the reaction. The absence of invert sugar should therefore be determined first.—*Seifensieder Ztg.*

Soap Materials Market

Vegetable Oils

Coconut oil was easier during the period just ended as stocks of both copra and oil here and in the Philippines are comparatively heavy. A decline to 2¼ lbs., Pacific Coast, and 3c lb., New York in tanks, brought out some buying, but further stocks are available at these levels for this year.

Crude cottonseed oil sold at 3½c lb. in the Valley, but offerings from producers are fractionally higher. Crude corn oil sold last at 4½c lb., tanks Midwest mills, and while there is not very much of this oil being produced, a few tanks additional can be bought at the same price. Domestic crude soyabean oil is nominally quoted at 7c lb., f.o.b. Midwest mills in tanks, for the balance of this year.

Palm oils are holding up quite well with the demand from soap makers good, especially for forward deliveries. Consuming demand for sulfur olive oil foots and commercial denatured olive oil is also fairly heavy with the markets here and abroad quite steady.

A. H. HORNER

Tallow

Whether it be due to anticipated inflation of values or just a general belief that prices are too depressed—whatever the real reason—it is a fact that a decidedly firmer tone crept into the market last week. This particularly applied to tallow in the list of fats. During the period the atmosphere of uncertainty which prevailed has now crystallized into a bullish aspect. Several hundred tons of tallow moved into export channels during the past month and there is a good inquiry from this source at present. Greases and No. 2 tallow have had a steadier movement right along than the better grades of fats and are in steady position. Producers in the Middle West appear well sold up, resulting in a firm market in that section.

Fancy is in a well booked condition, with the price considered 3⅞c loose delivered. Greases are held at 3c to 3¼c per pound according to quality; No. 2 tallow on the same parity. Last sales of prime packers' tallow were at 3⅞c per pound Cincinnati.

E. H. FREY.

British Essential Oil Market Quiet

Business remains rather quiet in the British essential oils market, although the tone is steady. During August there has been very little business in citronella and Japanese peppermint oil. Bergamot and lemon, however, are very firm.

There is room for a substantial rise in nearly all essential oils, with the possible exception of lime oils, and the trade is confident that there will be big rises in many of them during the coming 12 months. Petit-grain, lavender, spike lavender, and patchouli oils are all too low and should rise in price before long. Nevertheless, buyers seem in no hurry to purchase their supplies.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$0.03 ¾ @	
Edible04 ¼ @	
Fancy04 ¾ @	
Grease, white03 @	
House02 ¾ @	
Yellow02 ¾ @	
Lard05 ½ @	.07 ¼

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04 ¼ @	
Corn Oil, 95% T.F.A. tanks.....	.04 @	
Red Oil, distilled, tanks04 ¾ @	
Saponified05 @	
Stearic Acid, single pressed.....	.09 @	
Double pressed09 ½ @	
Triple pressed12 ¼ @	

Soap Making Oils

Castor No. 1, tanks09 ½ @	
No. 3, tanks09 @	
Coconut, Ceylon Grade, tanks02 ¾ @	
Cochin grade, tanks03 ¾ @	
Manila grade, tanks03 @	
Corn, crude, Midwest mill, tanks04 ¾ @	
Cotton, crude, Southeast, tanks04 ½ @	
Refined06 @	
Foots, 50% T.F.A.01 ½ @	
Lard, common No. 1 barrels07 ¼ @	
Olive, denatured, max. 5% F.F.A. drums gal.72 @	
Foots, prime, green, barrels06 @	
Palm, Lagos, max. 20% F.F.A., drums04 ½ @	
Niger, casks04 ½ @	
Palm, kernel, tanks03 ½ @	
Peanut, crude, barrels07 @	
Refined, barrels08 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks07 ½ @	
Tallow, acidless, barrels07 ¼ @	
Whale, Crude No. 1, Coast, tanks....	.04 @	
Refined, barrels06 ¾ @	.07 ¾

Glycerine

Chemically pure, drums extra10 ¼ @	.11 ¾
Dynamite, drums included09 @	.09 ½
Saponification, drums06 ¼ @	.06 ¾
Soap, lye05 ¾ @	.06 ¼

Rosin

Barrels of 280 pounds

B	\$5.05	K	\$5.05
D	5.05	M	5.10
E	5.05	N	5.15
F	5.05	W.G.	5.35
G	5.05	W.W.	5.55
H	5.05	X	5.55
I	5.05	Wood	4.73

Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00	@ \$1.60
Sulphuric, 60°, ton	11.00	@
66°, ton	15.00	@
Borax, crystals, carlots, ton	42.00	@ 71.00
Cyclohexanol (Hexalin)30	@
Naphtha, cleaners, tank cars05	@ .05 ½
Potassium, carbonate, 80@85%05 ¾ @	
Hydroxide (Caustic potash) 88@07 ¼ @	
92%	11.50	@ 14.00
Salt, works, ton	1.15	@ 2.09
Sodium carbonate (Soda ash) 58% light, 100 pounds	2.50	@ 3.59
Hydroxide (Caustic Soda) 76% solid, 100 pounds75 @	
Silicate 40°, drums, works, 100 pounds01 ¾ @	.02 ¼
Sulphate, anhydrous03 @	.03 ¼
Phosphate, tri-basic05 ¾ @	
Zinc oxide		

